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BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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Rates on Fort Industry Television Stations are extremely low in relation to advertising value received . . . advertisers get the benefit of the terrific impact made by actual product demonstrations in homes.

You can discover just what good seats, facing the buying public, are still available to sponsors by contacting the representatives for WJBK-TV, Detroit (CBS and DuMont), WAGA-TV, Atlanta (CBS and DuMont), and WSPD-TV, Toledo (CBS, DuMont, and NBC). Act today—see your Katz Agency.

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THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

NEW FUTURES
KVOO
CY TUMA, originator
of the program NEW FUTURES
There's a great show on KVOO every Saturday evening at 6:15 which brings hope, inspiration and real progress to many fine folk who deserve to and will make use of their latent abilities through this encouraging program! Conducted by Cy Tuma, genial and gifted KVOO staff member (himself a victim of Polio) NEW FUTURES makes available an effective channel through which handicapped people find useful, happy lives unfolding before them. Cy originated and developed this fine humanitarian program which is building new and lasting happiness for the handicapped among KVOO's ever growing and staunch listenership. We are proud of NEW FUTURES — another KVOO first!

New Futures is typical of the public service efforts of KVOO which continually seek to make available more and more of the better and important things of life to all of our listeners through intelligent programming.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

You get *Umbrella Coverage* with WCAU. . . . That's why more national spot dollars go to WCAU than to any other Philadelphia station. And by dialing WCAU you follow the parade of stars to CBS. . . . These all add up to the "all survey" fact that WCAU has by far the largest share of the listening audience in Philadelphia and vicinity.

WCAU | TV AM FM

CBS AFFILIATE

The Philadelphia Bulletin Stations

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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BROADCASTING at deadline

Closed Circuit

HIGH (but not top) brass of RCA, NBC and associated enterprises met at Absecon, N. J., over last weekend to get acquainted and interchange intelligence. Heading contingent were John G. Wilson, vice president of RCA, and Charles R. Denny, NBC executive vice president.

FORMAL agreement was reached last Thursday for transfer of KTSA San Antonio, CBS outlet, to Huntress-owned *San Antonio Express News*. Papers were signed in Dallas whereby Gene Autry, cowboy impresario-broadcaster, turned over his contract for acquisition of station at $450,000 to newspapers which operate FM station KYFM. Mr. Autry's $7,000 out-of-pocket expense was reimbursed [CLOSED CIRCUIT, May 9].

WHETHER NAB will hold its next board meeting, tentatively scheduled for July, at Cape Cod, Mass., is being debated. Heavy cost of board sessions (about $3,500) plus feeling that not enough will have jelled since last meeting in April to warrant session may result in decision to forego meeting until fall.

RECENT three-ply board referendum by Judge Miller on NAB TV, legal and committee problems is sign of times. NAB president plans to ask directors for their views frequently because of rapid industry changes and faster turnover in board makeup as result of new election rules.

INCREASE in TV business showing little impact on sister AM stations in such markets as New York, Chicago and possibly Philadelphia, where size of market tends to de-emphasize local angle. AM outlets noting falling-off of local sales, however, in multiple TV markets such as Boston, Washington and Baltimore.

ALTHOUGH no formal ruling has yet been made, majority opinion on FCC appears to be in favor of requiring interconnection of AT&T coaxial cable facilities with microwave relays of other carriers, to which AT&T has strenuously objected. Opinion stems from desire to expedite TV network expansion.

SCANNING of crystal ball reveals indication Radio Mfrs. Assn. may change its name—and soon. New name: Radio & Television Mfrs. Assn.

LAST WEEK there were four candidates for chief engineer of FCC: Acting Chief John A. Willoughby; Ralph L. Clark, former consulting engineer now director of programs division of the Research & Development Board, who has been previously mentioned; Raymond P. Wilmotte, consulting radio engineer of Washington and New York who designed first directional antenna; and James Lamb, former technical editor of *QST*, American Radio Relay

(Continued on page 82)

Upcoming

May 16-19: RMA 25th annual convention and Parts Industry Trade Show, Stevens Hotel, Chicago.
May 17: Hearing on Western Union baseball charges, FCC Hdqrs., Washington.
May 18: Massachusetts Committee, George Foster Peabody Awards dinner, Hotel Statler, Boston.
May 19: Southern California AAAA meeting, Los Angeles.
(Other Upcomings on page 57)

Bulletins

FRANCIS P. MATTHEWS, 25% owner of WOW Omaha, named by President Truman Friday to be Secretary of Navy. He is prominent Omaha lawyer and banker, and leader in Catholic affairs. Mr. Matthews, 62, was picked to succeed John L. Sullivan, who resigned last month.

NBC TO EXPAND CHICAGO PROGRAM ORIGINATIONS

NBC considering shifting of some sustainers to relieve pressure on New York, Niles Trammell, NBC president announced today (May 16). He also announced start of construction on new Chicago television studio, citing that city's role in the future development of video.

NBC Central Division expects to increase both AM and TV programming before summer, according to I. E. Showerman, midwest vice president. He discredited rumblings that network plans to eliminate division. Speculation began two weeks ago when 32 Chicago staff members were dismissed [BROADCASTING, May 9].

Top-level executives favor more midwest TV originations because of heavy cable load east to west and New York's cramped studio quarters. Several network AM sustainers will be transferred to Chicago, Mr. Showerman said.

CBS EARNINGS UP

FIRST quarter earnings for CBS were $18,802,093 as compared with $18,676,763 similar quarter last year and $19,229,632 last quarter of 1948. New figures were filed with Securities & Exchange Commission.

TIME TO AGREE

MILTON BERLE, speaking at Inter-Faith in Action testimonial dinner in his behalf, singled out Fred E. Ahlert, ASCAP president, and Niles Trammell, NBC president, both of whom were members of $50 per plate audience at Waldorf-Astoria, New York, Thursday night. "This is indeed brotherhood," said Mr. Berle. "Here are my friends Mr. Ahlert and Mr. Trammell, who right now are having differences of opinion. And they're both here to honor me. Look, why don't we shoot backstage like the three Ritz Brothers and iron it all out."

Business Briefly

TOBACCO FIRM SPONSORS ● Brown and Williamson Tobacco Co. (Raleigh cigarettes) will sponsor *A Life in Your Hands*, mystery show, in Tuesday 9:30-10 p.m. (CDT) *People Are Funny* slot on full NBC network June 7-Sept. 13. Latter show returns Sept. 20. Agency, Russel M. Seeds, Chicago.

GREYSTONE SIGNS ● Greystone Press, New York, signed Friday for sponsorship of *Mr. Fixit*, 15-minute program over MBS Sundays 5:30-5:45 p.m. Agency, H. B. Humphrey & Co., New York.

GOSPEL HOUR ● Gospel Broadcasting Assn., Los Angeles, June 19 starts *Old Fashioned Revival Hour* on 267 ABC stations, 8 to 9 a.m., local time in each zone. Contract for 52 weeks. Agency, R. H. Alber Co., Los Angeles.

YANKEE NETWORK AND IBEW NEGOTIATIONS DEADLOCKED

YANKEE Network and IBEW contract negotiations at impasse Friday following failure of mid-week meetings [BROADCASTING, May 9], with union engineers remaining on strike. Both sides said they were willing to meet further but no date had been set.

Thomas F. O'Neil, Yankee vice president, said management had offered a proposal to transfer engineers now on AM to TV with no reduction in jobs or wages. Engineers offered same pay scale and guarantee against abolition any other jobs, he said, but union rejected offer despite fact it contains job security clause for certain employes.

Mr. O'Neil said transfer of jobs necessary because of decline in AM advertising business and upswing of TV, requiring diversion of as much money as possible to TV with cut in AM overhead. He said union's newspaper ads blaming management for halting WNAC-TV baseball games were in error, since Yankee offered to let WBZ-TV televise all games during dispute. Because engineers at that station belonged to same union, they might attempt to prevent telecasts, he added. WNAC-TV and WBZ-TV alternate in telecasting games.

Russell G. Lighty, IBEW international representative, said company had offered no specific plan to settle dispute although it had agreed to do so at end of Wednesday night meeting. Wage cut of 20% still main issue, he said, claiming Yankee negotiators had instructions from General Tire & Rubber Co. office in Akron not to settle unless pay cut was included.

Mr. Lighty later said network offer was rejected by union because engineers want dispute to be settled by arbitration and that Yankee offer would give company a 20% reduction in AM operation which is described as point it has sought since start of controversy. He said seventeen jobs taken from AM would be given station employes already working.

Stations affected by strike are WNAC Boston; WAAB Worcester; WEAN Providence; WMTW Portland; WICC Bridgeport; WONS Hartford.

Power...
+ programming
+ promotion
+ public acceptance
= POPULARITY!

power ... 50,000 watts ... power to deliver the strongest signal of any Cleveland station in Cleveland, in Akron and in Canton ... power to cover a six billion dollar market area.

programming ... a balance of top CBS shows, local WGAR-created programs and public service features that has more Clevelanders listening to WGAR than any other station. (Fall-Winter '48-'49 Hooper Survey.)

promotion ... WGAR's promotion wins awards. (CCNY award for 1949.)

public acceptance ... makes WGAR the station with more than three million friends in northeastern Ohio ... truly "Cleveland's Friendly Station".

popularity ... the result of a wide-awake radio station operation ... the kind of radio service that helps bring people into stores to buy the products advertised on WGAR.

WGAR

50,000 WATTS • *Cleveland*

Represented Nationally by Edward Petry & Co.

WFBM-TV

Miss Indianapolis

HAS A NEW POINT OF VIEW!

• One of the Indianapolis Monument's nearest neighbors, the tallest building in the heart of downtown Indianapolis, is literally sprouting progress. Right before Miss Indianapolis' eyes, the new WFBM-TV antenna has taken shape on its roof . . . scraping the clouds at 464 feet above the city's bustling streets.

It's a fact—Miss Indianapolis and her fellow-Hoosiers for miles around are going to have a new "point of view" when WFBM-TV takes to the air in June—operating on Channel 6 with video power at 28.2 KW; aural-18.1!

WFBM-TV, beaming to a 70-mile market area including more than 525,000 families, means sales opportunities for enterprising business men! Early figures indicate approximately two thousand TV sets will be ready to operate in this prime market the day WFBM-TV first telecasts network national spots and its own local shows.

For facts, details and recommendations, give the Katz representative near you a call!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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KFH IS TOPS

Night Time Contour

The KFH nighttime service area is about 11 times the area and the population served is about two and one-half times the population of its nearest competitor. KFH nighttime power is 5 times the power of its nearest competitor. The big buy for nighttime programs or spots is KFH in Wichita.

NIGHTTIME	POWER (watts)	*AREA Sq. Miles	*POP Add 000	*mv/m Contour	†SPOT Rate
KFH	5,000	8,420	385.0	2.3	$24.00
STATION B	1,000	750	159.8	6.55	12.50
STATION C	1,000	448	129.1	8.	12.75
STATION D	250	150	124.8	12.9	5.50

*The information pertaining to the area in square miles and the population included within the various contours is taken from data filed under oath with the Federal Communications Commission by the respective stations. For each station, the nighttime contour represents the area served FREE OF INTERFERENCE from other stations.

†Rates are based on 3 Class A station breaks weekly for 52 weeks.

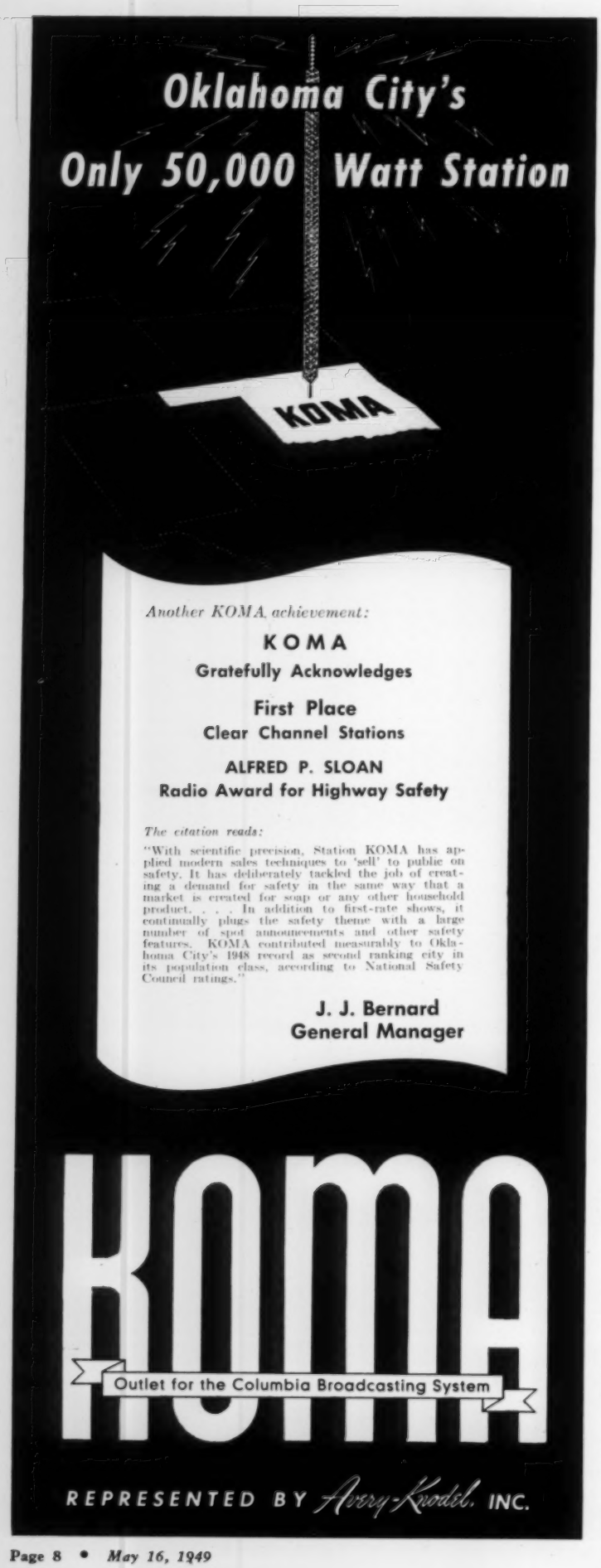
5000 Watts - ALL the time

KFH - FM

KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.


Oklahoma City's
Only 50,000 Watt Station
KOMA
Another KOMA achievement:
KOMA
Gratefully Acknowledges
First Place
Clear Channel Stations
ALFRED P. SLOAN
Radio Award for Highway Safety
The citation reads:
"With scientific precision, Station KOMA has applied modern sales techniques to 'sell' to public on safety. It has deliberately tackled the job of creating a demand for safety in the same way that a market is created for soap or any other household product. . . . In addition to first-rate shows, it continually plugs the safety theme with a large number of spot announcements and other safety features. KOMA contributed measurably to Oklahoma City's 1948 record as second ranking city in its population class, according to National Safety Council ratings."
J. J. Bernard
General Manager
KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel INC.

Agencies

BLAISDELL GATES, formerly head of Abbott Kimball Co. offices on Pacific Coast, joins Elliott, Daly & Schnitzer, San Francisco and Oakland agency, as vice president and account executive.

WINSTON O. BUTZ, former account executive at Benton & Bowles, Kudner Agency and Ruthrauff & Ryan Inc., joins Lennen & Mitchell Inc., New York, in same capacity.

GEORGE G. OTIS, until recently assistant to vice president of Audience Research Inc., New York, appointed director of research for Erwin, Wasey & Co., New York.

SAMUEL CHEW, formerly with Neal D. Ivey Co., Philadelphia, joins staff of Gray & Rogers, advertising, same city. He formerly handled promotion and publicity for Sun Valley for Union Pacific Railroad.

A. F. (Sandy) BANKS joins John H. Riordan Co., Los Angeles, as account executive. Mr. Banks was formerly with Fred Jordan Agency, that city, in same capacity, and before that co-owner and operator of Retail Adv. Corp., San Francisco.

WALKER GRAHAM, former copy chief and account executive at Grant Adv. Inc., Detroit, joins Geyer, Newell & Ganger Inc., also Detroit, as Nash Motors account executive. Mr. Graham had been on Plymouth account at Grant.

JAMES P. FELTON joins Foote, Cone & Belding, Los Angeles as account executive on Lockheed Aircraft account. For past two years Mr. Felton has been editor of *Script* Magazine. Prior to that he was city editor of Los Angeles *Daily News* and before that radio editor of *Time* Magazine in New York. Another addition to agency June 1 will be **BYRON W. MAYO,** presently account executive with Richard G. Montgomery & Assoc., Portland, Ore., who joins as account executive on Union Oil.

FRED S. McCARTHY joins Jones Frankel Co., Chicago, as director of sales promotion. He was formerly with Philco Corp. as television sales promotion manager for Midwest.

PRICE & DERMODY, San Francisco, opened offices at 364 Bush St.; telephone Sutter 1-8536. Heretofore, principals in agency, **DAVID PRICE** and **RICHARD DERMODY,** have worked only part time at advertising business.

BAKER Adv. Agency Ltd., Toronto, is moving from 522 University Ave. to its new headquarters at 1375 Yonge St., Toronto. Temporary offices are being occupied during May and June at 116 Richmond St. W., till new headquarters is ready in July.

BERNARD ZWIRIN, associated with radio and television department of Ruthrauff & Ryan, New York, for past five years, appointed director of publicity for department's activities.

RUDY ALBER, president, R. H. Alber Co., Los Angeles, is convalescing at St. Joseph Hospital, Santa Monica, following a heart attack.

MARGARET SPENCER, formerly with J. Walter Thompson Co., Hollywood, joins Young & Rubicam, San Francisco, as traffic manager. She replaces **BARBARA BAKER,** resigned.

CALVIN R. HOLMES joins account staff of Fuller & Smith & Ross, Chicago, after working in same capacity at Kreicker & Meloan Inc., Chicago industrial agency.

WILLIAM P. MULLEN, account executive at CBS-TV sales department, resigns to join William Morris Agency, New York, where he will work under **WALLACE SHEPPARD JORDAN** in radio and television field. Mr. Mullen was with CBS Radio Sales before joining network's television department.

HAZEL IRENE THOMPSON, former copywriter at William Esty & Co., Lennen & Mitchell, and Young & Rubicam, all New York, joins copy staff at Geyer, Newell & Ganger, New York.

ERNEST S. GREEN joins copy-contact staff of G. M. Basford Co., New York and Cleveland.

No bank holidays on WBZ

$hrewd Yankee bankers
invest every dollar
where it will do the most good . .
especially the dollar spent
for *radio advertising.*

You can hear
bank-sponsored programs
on WBZ *each day of the week!*

Writes one bank official:*
"For eight years
we have sponsored a news program
three nights weekly on WBZ. That program maintains
a consistently good Hooper.
It produced tangible results *and is still doing it!*"

Whatever your product or service . .
for "tangible results"
throughout the rich New England market,
there's no medium like WBZ!

*John J. Barry, Vice President, the National Shawmut Bank of Boston

WBZ Boston's 50,000 Watt NBC Affiliate
(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

For Profitable Selling
INVESTIGATE

WDEL
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
LANCASTER
PENNSYLVANIA

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

SMALL businesses struggling to get established in the central New England area have been given a helping hand by WTAG Worcester, Mass., and the Worcester Chamber of Commerce. With new businesses cropping up in the area, WTAG and the Chamber feel that the small industries are just as important vertebra in the "backbone of American enterprise" as the large firms.

John P. Cleaver, industrial consultant of the Worcester Chamber, sparked the idea for a program series titled *Blueprint for Tomorrow*. The WTAG program department worked the project into a listenable 13-week series.

A guest list of 22 leading Worcester business men representing 21 different firms was lined up for the series. Participating firms ranged from one founded in 1865 to one started only last year, and in size from a small forgings plant employing two men to the Norton Abrasives Co. hiring 4,800.

Topics covered on the show included problems of starting in business, organization and product

(Continued on page 17)

Reprints of Blueprint for Tomorrow *scripts are checked by (l to r): standing—E. E. Hill, executive vice president, WTAG, WTAG-FM; Frank Zacher, supervisor of training at Norton Abrasives Co.; seated—Armand A. LaChance, proprietor of small forgings plant, and Mr. Cleaver.*

On All Accounts

ALTHOUGH he delights in the potpourri of AM, TV and agency activities, Harry F. Dieter, radio and television business manager at Foote, Cone & Belding, Chicago, nevetheless dreams daily of retiring to Honolulu. Both the artist and the gypsy in him are spurring him on.

The artist favors Hawaii for its natural beauty and simple living, while the gypsy sanctions the idea from past experience (three years in the islands and five in Europe).

Lake fishing, however, antedated art forms and the wanderlust, absorbing Harry during his childhood in Erie, Pa. Born and reared there, he attended public schools with two brothers and a sister. On Saturdays, when he had progressed from the rowboat-on-the-lake to the gamboling-on-the-green stage, he roamed nearby rustic scenes in search of sites for his landscape paintings. Art classes proved an aesthetic balance to the more mundane study of science and math. The last were subsequently integrated in the electrical engineering curriculum at Pittsburgh's Carnegie Tech., which he entered at the age of 19.

For some still-obscure reason, three years as a writer and news editor of *Carnegie Tartan* newspaper convinced Harry he wanted to become an advertising layout man and copywriter. The conviction remained dormant while he memorized words to Sigma Phi Epsilon fraternity songs and philosophized with the brotherhood of Pi Delta Epsilon, honorary journalism group. The gleam of the ad man returned to his eye, however, after graduation as an electrical engineer. He was among several students to be chosen by Westinghouse, also in Pittsburgh, for its apprentice training program.

HARRY

Eight months later he entered Westinghouse's advertising department. For three and a half years he remained there, living at the Sigma Phi fraternity house, where he was alumni treasurer. From there Mr. Dieter went to Dayton to the advertising department of Frigidaire, a subsidiary of General Motors. After a year and a half he was transferred to Paris as European advertising manager. Activities of four branch offices and distributors in 10 European countries and Great Britain comprised his bailiwick.

Slightly brushed-up high school German and "French picked up

(Continued on page 78)

Here's Why...

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area

Buy KPRC
FIRST
in Everything
that Counts

KPRC
HOUSTON
950 KILOCYCLES · 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

Whether you sell...

aker's **b**read, **b**uns, **b**iscuits, **b**rownies, **b**rown **b**etty . . . **b**rilliantine, **b**ayrum, **b**ulging **b**iceps for **b**ashful **b**ackward **b**achelors . . . **b**eneficial **b**alm for **b**listered **b**unions . . . **b**adger or **b**eaver **b**lazers for **b**lond **b**abes . . . **b**eauticians' **b**obbed **b**ackswept **b**angs . . . **b**ombastic **b**irdseed for **b**ackward **b**irds!

ooties, **b**uggies, **b**ibs, **b**aubles, **b**antam **b**ackseat **b**andages for **b**usy **b**ouncing **b**abies . . . **b**oiling **b**eefy **b**arristers' **b**aggy **b**alconies down to **b**rief **b**ulges . . . **b**allroom **b**allet for **b**obbling **b**ubkins . . . **b**all **b**earing **b**uses . . . **b**ouquets, **b**lossoms, **b**on-**b**ons, **b**ooks for **b**rides' **b**oudoirs . . . **b**oys' **b**elts, **b**reeches, **b**ubble gum!

eer, **b**ubbling **b**icarbonate or **b**romo for **b**ig **b**rains after **b**oozy **b**inges . . . **b**arbers' **b**usiness for **b**alding **b**ankers and **b**lossoming **b**eau **b**rummels . . . **b**lack **b**ituminous for **b**lazing **b**oilers . . . **b**utchers' **b**arbecued **b**eef, **b**acon, **b**ristling **b**aracuda, **b**ass . . . **b**etter **b**uy radio . . . **b**etter **b**uy WGN!

Yes, Radio Sells... **that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio . . . Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years . . . 6 others have been on WGN for a total of 62 years . . . definite evidence that WGN is doing a selling job!**

Let us help you with your advertising problems . . . let radio give you the most for your advertising dollar.

REMEMBER . . . for Your Best Buy . . . ***Better Buy WGN!***

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

'Telecasting' Bouquet

EDITOR, BROADCASTING:

Words of praise have been tossed freely at your magazine but let me toss another sincere bouquet to not only your complete radio news coverage but your new TELECASTING Section. It is surely the only complete television news report available.

Carol Perel
Arthur Meyerhoff & Co.
Chicago

* * *

'News Bible'

EDITOR, BROADCASTING:

. . . Your magazine is our News Bible and is therefore religiously perused weekly.

William G. Broughton
Asst. Product Manager
Broadcast Equipment
General Electric Co.
Syracuse, N. Y.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Outstanding' Job

EDITOR, BROADCASTING:

. . . The job you fellows did for the 1949 convention I thought was outstanding. As a matter of fact, I learned more by reading BROADCASTING as to what occurred at the convention than I did from attending several of the sessions.

Mark Woods
President
ABC
New York

'Must' Reading

EDITOR, BROADCASTING:

. . . I also liked the way BROADCASTING covered the convention and as always, your publication is "must" reading every Monday night. That's why I receive it at my home.

Fred H. Kenkel
Exec. Vice President
C. E. Hooper Inc.
New York

On Packard P. I. Deal

EDITOR, BROADCASTING:

Heartiest congratulations to BROADCASTING for its splendid coverage (news and editorial) on P. I. accounts.

We feel BROADCASTING could serve the industry very well by reviewing such deals on a regular basis and strongly urge you to continue your good efforts.

We also feel that radio could benefit considerably from tradebook editorial and news coverage on the many organizations, principally local, contacting stations throughout the country soliciting free time for promotion of so-called community interest activity, then rushing over to the newspapers and spending their dollars (usually their entire budget) for space to promote these same activities.

Richard E. Green
Mgr., Natl. Sales and Sales Service
KOMO Seattle

* * *

EDITOR, BROADCASTING:

Thanks for your editorial: "I.Q. On P.I." These "chisels" are really getting under my hide.

Keep up the good work.

Robert D. Swezey
Vice President
WDSU New Orleans

* * *

EDITOR, BROADCASTING:

For several years I have resisted the impulse to take exception to your periodical tirades against P. I. deals. . . .

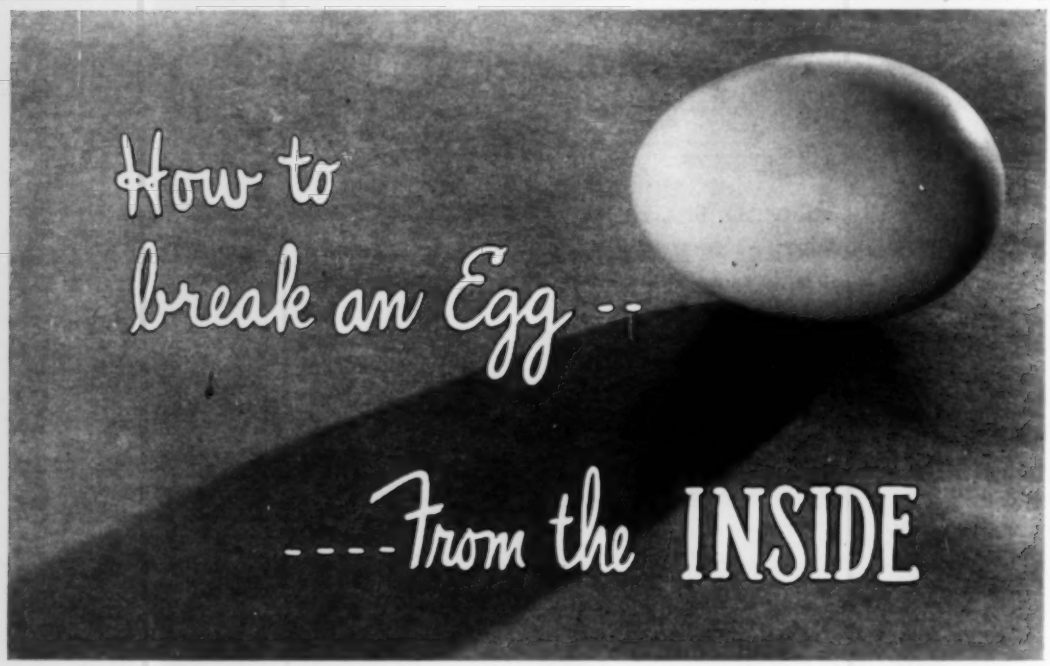
I hold no brief for P. I. accounts in radio, but there are plenty of reasons why some radio stations might well accept some P. I. business. Station managers are prone to forget. . . . It's the personality, ability and enthusiasm of the man who voices the commercial that makes sales. Plenty of small market stations with limited audiences are profitable. Plenty of high-Hooper stations cost more than they are worth. . . .

The radio station that has not yet proved its ability to pull mail orders might very well accept some legitimate P. I. offers and use them

(Continued on page 16)

WGGA Oscillator

WGGA Gainesville, Ga., used parts from its "junk box" to build an 81-cycle oscillator with 35 w amplifier to power its RCA 70-C2 turntables at 45 rpm with 33⅓ rpm gears, F. K. Brown, station's chief engineer, reports. "The 78 gears give us about 104 rpm which we have found useful for sound effects," Mr. Brown says, adding that "our only expense was the price of a microgroove pickup arm and 15-cent adapter for center hole."



You don't have to break through a shell of sales resistance when you use WIBW to sell the Kansas farm audience. *When you use WIBW, you're already on the inside!*

Because we've been a farm station for 25 years, we have the loyalty and confidence of these big-buying farm families. You'll understand why WIBW advertisers get more sales, faster distribution and greater profits when you let us sell *your* product . . . from . . . . the . . . . INSIDE

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

Michigan's Greatest Advertising Medium

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS

FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

WISH
does it again

"Breakfast with Chuckles"

is just one of a long string of successful shows
Programmed Locally

"CHUCKLES" CHAPMAN

Local color! Local personalities! Action! Interest! WISH goes all-out in this show featuring "Chuckles" Chapman, in the Guaranty Cafeteria, a leading restaurant just off Indianapolis' famous Monument Circle.

"BREAKFAST WITH CHUCKLES"—

—Has played to over 10,000 persons in less than a year

—Held each Saturday morning at 10, it has a long waiting list of women's clubs and civic groups waiting to participate

—Sponsored by Advance Paint Products, Inc.

WISH

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business

PRUDENTIAL Insurance Co. of America, Western Home Office, Los Angeles, appoints Botsford, Constantine & Gardner, that city, to work on campaign in 11 Western states. Radio test campaign being planned.

HERCULES POWDER Co., Wilmington, Del. (explosives, cellulose products), through Fuller & Smith & Ross, New York, conducting spot campaign on 19 stations in lower Rio Grande valley and central Gulf Coast of Texas; Mississippi Delta, and southeastern states.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., to sponsor finals of Golden Gloves International for Camel cigarettes on seven ABC-TV stations May 18. Stations carrying telecast are: WJZ-TV New York, WXYZ-TV Detroit, WFIL-TV Philadelphia, WMAL-TV Washington, WNAC-TV Boston, WAAM(TV) Baltimore, and WEWS(TV) Cleveland. Agency: William Esty & Co., New York.

AUNT MID Co., Chicago (pre-packaged vegetables), appoints Schwimmer & Scott, Chicago, to handle spot campaign in Chicago to start on or before June 1. Firm plans to use no other media.

WILDROOT Co., Buffalo, N. Y., through BBDO, New York, sponsoring *The Mad Hatters,* musical video show on WBEN-TV Buffalo, Wednesdays, 7:30-7:45 p.m. on behalf of Wildroot Cream-Oil hair tonic.

JOBO FOOD PRODUCTS Inc., New York (Panak, prepared mix for potato puffs and pancakes), appoints Lester "L" Wolff Adv., New York, to handle advertising. Radio will be used.

ROBERT SMITH Mfg. Co., Los Angeles, appoints Walter L. Rubens Agency, Chicago, to handle national advertising for Nylon Dip, powder solution for use in rinsing nylon hose. Radio and TV contemplated. Mr. Rubens will work up media schedule within month.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), contracts for two weekly film spots for 52 weeks on WGN-TV Chicago, through Ted Bates & Co., New York. **SALERNO-MEGOWEN Biscuit Co.,** Chicago, sponsoring 28 one-minute film spots on station before and after second games of doubleheader baseball telecasts through Schwimmer & Scott, same city.

GIMBEL'S DEPARTMENT STORE, Milwaukee, contracts with WTMJ-TV Milwaukee for co-sponsorship with **MILLER BREWING Co.** of 77 Milwaukee Brewer home baseball games. Firms alternate on commercials. Agency for both is Klau-Van Pietersom-Dunlap. **STATE DISTRIBUTING Co.,** for Emerson radios and TV sets, sponsoring *Roving Cameras* on film between games of 12 Sunday and holiday doubleheaders through Al Plotkin, also Milwaukee. Ten-minute pre-game interview show, *Dugout Doings,* sponsored by **DUTCHLAND DAIRY STORES** and **ENNIS MOTOR Co.** Mark-Mautner-Berman is agency for former.

DU-AL Mfg. Co., Sioux Falls, S. D. (duplex action loader and stacker), appoints Erwin, Wasey & Co., Minneapolis, to handle advertising. Radio will be used.

MacMILLAN PETROLEUM Corp., Los Angeles, sponsoring WNBT(TV) New York *Roving Camera* series, which started May 6. Thirteen-week contract for show, telecast Fridays, 6:50-7 P.M., was signed through Marketers Inc. of Hollywood.

PETER FOX BREWING Co., Chicago (Fox DeLuxe beer), contracts for first half of Friday night boxing bout telecasts on WGN-TV Chicago from Madison Arena effective May 20 through Kastor & Sons Agency, same city. Schedule will include approximately four telecasts.

AIR PURIFICATION SERVICE Inc., Newark, N. J., appoints J. M. Hickerson Inc., New York and Washington, as advertising counsel. Company, which manufactures glycol vaporizers for killing air-borne germs, intends to add radio to ad program when its retail distribution plans are completed.

Network Accounts • • •

GENERAL MILLS Inc., Minneapolis, through Dancer-Fitzgerald-Sample, Chicago, June 1 renews for 52 weeks *Lone Ranger* and *Betty Crocker Magazine of the Air* on ABC. Latter is aired Mon.-Fri., 10:25-10:45 a.m. over 185 stations, and former is heard Mon., Wed., Fri., 7:30-8 p.m. on 106 stations. Firm also renews *Today's Children* (five weekly, 1:30 p.m., CDT) for 52 weeks on NBC effective June 1. Agency: Knox Reeves Adv., Minneapolis.

PRUDENTIAL INSURANCE Co., Newark, renews *Prudential Family Hour of Stars* on CBS for 52 weeks, effective June 5. Program is aired Sundays, 6-6:30 p.m. Agency: Benton & Bowles, New York.

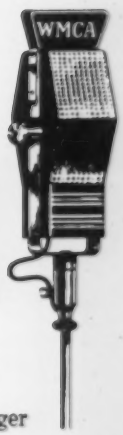
Don't take our word for it!

Compare official maps filed with the FCC and learn for *yourself* that . . .

WMCA reaches more radio families and more unduplicated radio homes* than any New York independent station!

*WMCA—570 kc. *first* on New York's dial—delivers five-state coverage including 403,000 homes unduplicated by the stronger of two 10 kw stations . . . 190,000 homes unduplicated by the stronger of two 50 kw stations!

wmca



FIRST ON THE DIAL . . . FIRST IN COVERAGE . . . FIRST IN DOLLAR-VALUE

Represented by FREE & PETERS

NORMAN BOGGS, General Manager

CAN YOU WHISTLE THROUGH YOUR TEETH?

Some wag said the other day that a man whistling through his teeth would get a high Hooper rating on WMIL* . . . so long as his whistling was in Polka tempo!

Funny thing is, that's almost true! A long time ago, we discovered that there were things an independent station could do that a network affiliate never could do. And that was to program in a straight line to the hearts of its listeners.

That's what WMIL does. We'll probably never win a Peabody award. In fact, we'd probably be a flop in any market but Milwaukee. In Milwaukee, however, Hooper currently reports that the audience tuned to WMIL every weekday afternoon is 44% greater than the average tuned to three of the four network outlets; 143% greater than the average for the three other independents.

Small wonder that month after month, more national advertisers have discovered that the quick way, the economical way, to sell a million Milwaukeeans is to tell them over *their* radio station—WMIL.

Jerry Sieb

*FORMERLY WMILO

WMIL.....

means

MILWAUKEE

REPRESENTED BY FORJOE

Open Mike

(Continued from page 12)

to train its staff to become sales conscious . . . I fail to see anything sinful in the principle of sales on commission basis. . . .

But the purpose of this comment is not to defend P. I. radio. Rather it is to ask you pointedly why you constantly rant against the advertiser who tries to secure radio results commensurate with costs and yet never scold radio stations who admit by their actions that their rate cards are out of line.

What about the station whose published rate is very high avowedly for the purpose of garnering easy money from distant accounts, while similar accounts nearer home operate on a "regional" rate and purely "local" accounts are favored with a "local" rate card? . . .

When rate cards mean what they say . . . then it's time to complain about "chiseling" P. I. accounts. But as things now are, don't you really believe its a bit "unethical" to talk about "unethical advertising" by people who ask for P. I. contracts?

Adam Reinemund
Buchanan-Thomas Adv. Co.
Omaha, Neb.

[Editor's Note: We agree with Mr. Reinemund's points about local vs. national rates. We still retain the view that P.I.'s are indefensible in radio if radio is to function as an ethical medium.]

* * *

EDITOR, BROADCASTING:

I was . . . much interested in the comment in connection with the Packard Motor Car Company's Jubilee transcription. . . .

I do not know what has been done on it, but this is a matter which requires the attention of the NAB. They should visit these gentlemen and point out to them the value of radio broadcasting. . . . Station managers [should] . . . do as we did, namely, visit the local Packard dealers and have them sponsor the broadcast.

William Doerr Jr.
Director of Sales
WEBR Buffalo, N. Y.

[Editor's Note: The NAB has acted to contact the Packard Motor Co.]

* * *

EDITOR, BROADCASTING:

I . . . wholeheartedly agree with your recent comments on the Packard "news" transcription.

We have been driven to using . . . "application" forms for all free radio time requested on either a local or national level. All too frequently in the past we have found paid ads in the local newspaper covering the same event to which we have donated free radio publicity. . . .

W. F. Rust Jr.
General Manager
WKBR Manchester, N. H.

[Editor's Note: The form used by Radio Station WKBR specifically certifies that the organization signing it will not "purchase any advertising for the specific campaign from any radio station, newspaper or other similar advertising media."]

Treasury Laurels

EDITOR, BROADCASTING:

If we in the Treasury Dept. could speak 45 different languages, it would be a pleasure for us to say in each of them from the bottom of our hearts: "Thank you! Thank you, radio industry! Your patriotic generosity in the promotion of the sale of Savings Bonds has been magnificent. It is a contribution which will help make our nation more secure. We are deeply grateful."

I can't help you to find the answer to why it is "that when bouquets are tossed radio usually isn't there"—as you stated in your recent editorial. That may be a question that's bigger than both of us.

But I do know this: The Treasury Dept. certainly wanted to honor the radio industry at its recent dinner for national volunteers. Our invitation list shows 22 top names from radio!

Surely, you must know that we are eager to recognize the contributions of radio. Bless your heart, why do you think Vernon L. Clark, the volunteer national director of the Savings Bonds Division, made a special trip to the NAB Convention in Chicago to present the highest citations, within the power of the Treasury Dept. to give, to the various branches of the radio industry? And further, why do you think Mr. Clark singled out the radio industry in his remarks on the night of the dinner?

I know that you, as the leading trade publication in the radio industry, have a right to be oversensitive. Heaven only knows, I probably would be too if I were behind your typewriter. But take

CLERKS GET PRIZES

In WARD Johnstown Contest

LISTENERS were invited to send in the names of their favorite songs, along with the names of their favorite grocery clerks, in a contest conducted recently by WARD Johnstown, Pa. The station reversed the usual format, awarding prizes to the clerks instead of the listeners.

Contest was aired on a program titled *Compliments With Music*, sponsored by a Johnstown coffee distributor. Each listener who indicated to WARD what his favorite song was and the identity of his favorite grocery clerk received a week's supply of coffee. The clerk named got one vote. But when a listener wrote the clerk's name on a bag of the sponsor's coffee, the clerk got ten votes.

Sponsor found that the program greatly boosted his sales, because the clerks pushed sale of his brand of coffee in order to get votes, WARD reports.

it easy! We in the Treasury Dept. have tried to express our sincere gratitude to the radio industry many, many times. We feel that the radio industry's immense contribution to the Savings Bonds program is another demonstration of the greatness of the American system of broadcasting.

Elihu E. Harris
Director of Advertising
U. S. Savings Bonds Div.
Treasury Dept., Washington, D. C.

[Editor's Note: Thanks, Mr. Harris. Bless your heart too. We're not diehards but maybe you can advise us why your director of protocol failed to seat one of those radio luminaries at that head table?]

* * *

'Thoroughly Thorough'

EDITOR, BROADCASTING:

Not only do I insist that you are "the only authentic reporter of the mass radio media," but I confidently assert that you are thoroughly thorough.

John F. Meagher
Manager
KYSM Mankato, Minn.

Feature

(Continued from page 10)

development, operation analysis, business research and markets. Assistance in the project came from the Worcester branches of the National Assn. of Cost Accountants, Sales Executives Club, Personnel Directors Council and the Society for the Advancement of Management.

So successful was the series, WTAG reported, that it was held over for an additional three weeks, making a total of 16 *Blueprint for Tomorrow* broadcasts.

When the series ended, scripts were reprinted and bound in book form. WTAG is plugging the book on the air and is filling requests coming to the station. The Chamber is handling orders from industries. WTAG reports orders have been placed from national organizations and other stations interested in setting up a similar series in their areas. The books are offered at cost (40c for single copy) and copies will be presented to the public library as well as to libraries of the Worcester schools.

Because of the success and wide interest produced, the same team—WTAG and the Chamber of Commerce—plan another *Blueprint* series for the fall. Theme for the series has not been picked yet, but, says WTAG, "like any good blueprint, it will be a plan for betterment."

Roi-Tan Names Agency

AMERICAN Tobacco Co., New York, has appointed Lawrence C. Gumbinner Advertising Agency Inc., also New York, to handle advertising for Roi-Tan cigars. According to the agency, no plans are ready for announcement, but radio is being considered.

They Say . . .

"ONE of the fastest growing industries in the nation is that of television soothsayer. A television soothsayer will tell you how long it'll be before television slays radio . . . how much television programs will ultimately cost . . . what type of programs will be most popular . . . These bold attempts to peer into the future of an infant industry remind me forcibly of a similar bit of crystal-gazing concerning another infant industry made many years ago. It was an article written by J. George Frederick in *Editor and Publisher* June 13, 1925, and was heralded in that magazine as the most 'lucid and concise presentation of the subject yet made'. . . . Mr. Frederick predicted that radio was doomed as an advertising medium. Broadcast advertising, declared Mr. Frederick, reached a miscellaneous rather than a specific audience. . . .It told its sales story feebly and ineffectively. It definitely antagonized the public and belittled advertising as a principle. It couldn't possibly endure. . . . Mr. Frederick's article . . . resides next to the Gallup poll on the last election. . . ."

From John Crosby's "Radio Review" in The New York Herald Tribune

"THE law setting up the Communications Commission limits the right of appeal to the courts. If the same limited right of appeal governed when the Postmaster General exercised his taste upon matter going through the mails, the press would soon be in the position of the broadcasters. Judge Miller stated the case in geometrical logic: 'The first Amendment applies equally to radio broadcasting as to the press. Therefore, if the chairman of the Federal Communications Commission can make his proposition stick and compel broadcasters to be "fair," it follows that the same thing can be done to the newspapers, magazines and all forms of printed publications.' The newspaperman need not send to ask for whom the bell tolls."

From an editorial in
The Los Angeles Times

Canadian Set Output

CANADIAN RADIO set manufacturers during January 1949 produced 36,800 receivers, and shipped to dealers a total of 40,800 receivers, according to figures released by the Dominion Bureau of Statistics, Ottawa. Factory stocks at end of January totalled 100,000 receivers. Imports in January amounted to 1,400 receivers, exports to 2,100 receivers. Value of factory shipments amounted to $3,308,000. Average list price of table model sets in January was $31, down from $34 during last quarter of 1948, and lowest figure since 1942.

The Patroon* of the week

MacLEAN CHANDLER

Asst. to VP in charge
Radio and TV
LEO BURNETT CO., INC.
Chicago

With Burnett right from college to now except for four and a half years in the U. S. Navy aboard the WASP, Mac started in research, moved to production, then service and finally to radio time buying and TV. An ardent golfer, Mac will get hot competition from fellow Patroons at future outings in Patroonland. Welcome aboard, Mac.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

WPTR carried the basketball games of two of the area's great colleges. Letters from both schools state that as a result of WPTR's coverage attendance at the games was up 50% over any previous year.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Radiorama

FOUR-WAY handclasp seals West Texas Appliance Co. and Southwestern Co. sponsorship of baseball games on WBAP-TV Ft. Worth. L to r: Karl Sharfenberg, West Texas; James McBride, McBride Adv.; Jack Holmes, WBAP; W. G. Medaris, Southwestern.

FIRST managing director of Southern California Broadcasters Assn., Robert J. McAndrews (center), is congratulated on appointment by board members. L to r: Cal Smith, KFAC Los Angeles manager and 16th Dist. NAB director; Bill Beaton, KWKW Pasadena manager and SCBA president; Mr. McAndrews; Ernest Spencer, KVOE Santa Ana owner-manager; Jennings Pierce, NBC Hollywood manager of station relations.

NEWS preview at New York's Waldorf-Astoria introduced International Silver Co.'s new sterling pattern, "Queen's Lace." Evarts C. Stevens, International pres., discusses silver with Jean Colbert, WTIC Hartford, Conn., commentator.

ENJOYING meeting of Junior Advertising Club of Philadelphia are (l to r) Joseph Tinney, WCAU Philadelphia v.p., asst. gen. mgr.; James P. Dwyer of Gray & Rogers and club pres.; Jerome B. Gray, Gray & Rogers senior partner.

NEW president of Assn. of American Soap & Glycerine Producers Inc., Charles Luckman (r), Lever Bros. pres., discusses industry problems with G. A. Wrisley, Allen B. Wrisley Co. v.p. and former Assn. pres., during Assn. directors meet.

FAIR WEATHER smiles are the fashion as New England Coke Co. renews its sponsorship of the "Old Salt," weathercaster on WCOP Boston, six days weekly, 7:40 a.m. and 6:10 p.m., for another 52 weeks. Approving the deal are (l to r) Ned Lord, account executive of James Chirurg Co., agency for account; Edmund J. Shea, Chirurg radio director; Rudy Bruce, New England Coke advertising manager, and Thomas Dunn, WCOP's salesman for the account.

ADMIRING contract of five local Buick dealers for weekly wrestling shows on KTSL (TV) Los Angeles are Bob Hoag (center), KTSL; Hank Travers (l) and Bob Heasley of 20th Century Radio & TV Productions

AT party honoring visiting MBS Commentator Cedric Foster (center), are T. H. Collinson (l) KTOP Topeka owner-manager, host, and ex-Gov. Alf Landon, pres., KCLO Leavenworth, KSCB Liberal, Kan., KTLN Denver, Col.

BEGINNING 23d year of radio advertising with James Cox (r), WAVE Louisville sales mgr., is Norman Epstein, mgr., Will Sales Jewelry Store, Louisville. Firm first signed with Mr. Cox in 1927 when he was with WLAP, then owned by present WAVE management.

CHRYSLER-PLYMOUTH dealers May 16 begin sponsorship of *Sammy Kaye Showroom*, transcribed show, on tailor-made network of 260 stations, three times weekly. Completing 26-week contract for 915 dealers are (l to r) Al Scalpone, radio production manager, McCann-Erickson; Sammy Kay; John Caron, advertising director, Chrysler Div., Chrysler Corp.; Kay Callahan, Chrysler account executive in charge of radio at McCann-Erickson; Lloyd Coulter, Mc-Cann-Erickson vice president in charge of radio and television.

READY for work on WMGM New York's *Today's Baseball* are (l to r) Sportscaster Marty Glickman; Bud Greenspan, production-sound effects; Sportscaster Bert Lee, otherwise known as Bertram Lebhar Jr., WMGM sales director. Drink is Nedick's Inc. product, one of show's sponsors.

WOW! Again A BETTER BUY!

LOOK AT THESE *HOOPER* COMPARISONS:

AVERAGE WOW RATINGS BY TIME PERIOD COMPARED WITH NATIONAL RATINGS

	WOW AVERAGES	NATIONAL AVERAGES (Same Shows)
EVENINGS	18.7	14.0
EARLY EVENINGS	15.8	7.8
SUNDAY DAYTIME	9.7	6.5
SATURDAY DAYTIME	6.5	2.7
WEEKDAY A.M.'s	6.0	4.2
WEEKDAY AFTERNOONS	7.6	6.0

Based on (for WOW) Omaha-Council Bluffs, October 1948 thru February 1949 —CM Report

(For National Ratings) Fall-Winter 1948-49 (Oct. thru Feb.) Comprehensive Hooper Report

There is NO Substitute for LISTENERS!

Strong Listener-Loyalty . . . 590 kilocycles . . . NBC and top locally-produced shows . . . have done it again!

WOW's 5-month Hoopers are far above those of the average station.

Ask any WOW salesman or John Blair man to show you the breakdowns by individual time segments and programs.

Comparison Will Prove
WHEN YOU BUY WOW
You Buy the Best!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & Gen'l Mgr.
John Blair & Co., Representatives

TWENTY-SIX YEARS OF SERVICE IN THE RICH MISSOURI VALLEY

In the Public Interest

ELEVEN-year-old Maxine Rudd, of North Robinson, Ohio, thought to be dying of cancer, requested a watermelon and a blue dress for Easter. John Baker of WLW Cincinnati news department heard story and arranged with Delta Airlines to fly watermelon from Miami to Cincinnati. Gene Martin, news editor, arranged for American Airlines to fly it to Columbus, and for the *Marion* (Ohio) *Star* to transport it to North Robinson. Maxine, although not allowed to read newspapers or hear the radio, received her watermelon.

Award Show

KNUZ Houston, Tex., which received Alfred P. Sloan Radio Award for Highway Safety in Local Station category [BROADCASTING, May 2], took its idea for program from newspaper headline proclaiming Houston the "Deadliest Spot in the Nation." KNUZ News Editor Phil Harlow read headline and originated idea which he felt would dramatize accident situation in Houston and Harris County and promote safety. With wire recorder hooked up to battery of police car, he made on-the-scene broadcasts of accidents, followed by an analysis of causes of accidents by a Police Dept. investigator. Program, titled *The Voice of Safety*, was done entirely by Mr. Harlow and members of Police Dept.

Aids FBI

WDTV (TV) Pittsburgh aided Federal Bureau of Investigation when it flashed pictures of two convicts wanted for bank robbery in Memphis, Tenn. Station aired descriptions, and requested persons having tips to phone local FBI office.

'Red Feather Network'

WAEB Allentown, Pa., has joined city's Red Feather Network, composed of all broadcast facilities in town. Network carries once weekly, fifteen minute variety show for benefit of Lehigh Community Chest. Series is aired simultaneously on all local stations, WFMZ WSAN (AM-FM) WKAP-FM WHOL WEAB.

Fast Work

FRANTIC call by officials of Hamilton Ave. Hospital, Liberty, N. Y., for blood donor for seriously ill patient, was aired by WVOS Liberty. Motorist listener responded. Total time elapsed between bulletin and transfusion that saved patient's life was one minute, station reports.

WOAI's Appeal

APPEAL broadcast by WOAI San Antonio in behalf of three-year-old boy threatened with blindness met with such instant response, station reports, that it aired special thank-you message on following night's newscast. Child's sight was endangered when smallpox vaccination affected his eyelid. A transfusion of type "O" blood from person who had recently had successful smallpox vaccination was needed to save his life.

'Mattoon Room'

MONEY received from listeners to WLBH Mattoon, Ill., during station's appeal for $15,000 after St. Anthony Hospital fire in nearby Effingham, in which 74 persons died, is being used to furnish "Mattoon Room" in a new hospital. WLBH broadcast bulletins and casualty lists throughout day and evening of fire.

Fire Coverage

FIRE, which wiped out half a city block in downtown Charleston, W. Va., was well covered by WTIP Charleston. Station began airing bulletins immediately after fire started and continued for seven hours until Fire Chief McClane informed listeners that blaze was under control.

Aid to Cancer Drive

RESPONSE of Glendive, Mont. citizen's to KXGN Glendive's *Kofee Klub* appeal for funds for cancer drive resulted in $53.65 turned over to Dawson County Cancer Fund. Request was aired on daily 7-8:30 a.m show on special broadcast from display window of Farm & Home Appliance Co. in downtown Glendive. Coffee and doughnuts, contributed by local merchants, were served.

APRIL 25 was designated as "C-Day" (Cancer Control Day) at WSNY Schenectady, N. Y. Entire facilities of station were turned over to local cancer drive, from 7:15 p.m. to 1 a.m. on April 25. During five hour period $1,270 was pledged to fund in return for musical requests on station's special disc show.

KIOA Des Moines turned over an entire 24-hour period to aid city's lagging cancer drive. Station staged marathon broadcast devoted entirely to soliciting funds for drive. Name bands and professional entertainers supplied by local clubs provided entertainment which also included an auction. Highlight of auction was sale of Holstein calf for $305. Nearly $7,000 was received during period. For station staffers occasion provided fitting end of first year's operation. KIOA marked its first birthday April 25.

SPARKED by cry, "You Have a Date with Humanity," WPWA Chester, Pa., went on air with an all day "Cancer Crusade Marathon." "Marathon" featured continuous entertainment and contributions were accepted by phone. Public was invited to visit station and participate in drive.

IN BUFFALO

COLUMBIA

and WGR

— have the sky-high Hoopers for '49

With Columbia's new galaxy of stars . . . and with more to come . . . WGR in Buffalo has sky-rocketed to new highs in Hooper ratings . . . climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length . . . 550 kc . . . gives advertisers the *best* reception in Western New York's rich market.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo's Columbia Network Station

National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

THE GREATEST SHOWS ON THE AIRWAVES

"Preee-senting!... a Lang-Worth FEATURE Program"

Captures listeners with the greatest of ease!

wnew 565 fifth avenue new york 17, n.y.

office of the director of programs and operations

March 22 1949

Mr Cy Langlois Sr
Lang-Worth Feature Programs Inc
113 West 57th Street
New York 19 New York

Dear Cy:

I think you will be pleased to know that "CAVALCADE OF MUSIC" (two P.M. Sundays), has just been reported in the January-February Hooperatings, tied for first place amongst all New York stations. When you consider that WNEW operates on ten-thousand watts against six fifty-thousand watt outlets, I think you will see the significance of this result.

Your devotion to better programming and your willingness to incorporate production values into your service is something everyone in radio must applaud. In these days of increasing competition, programs such as "CAVALCADE OF MUSIC" are the best rating-bait we know.

Please accept our compliments and best wishes for more programs of this kind. Programs are always the payoff.

Cordially yours,

Ted Cott
Vice President and
Director of Programs

TC:vlj

1130 on your dial
24 hours a day

Better showmanship gets higher Hoop-ers!

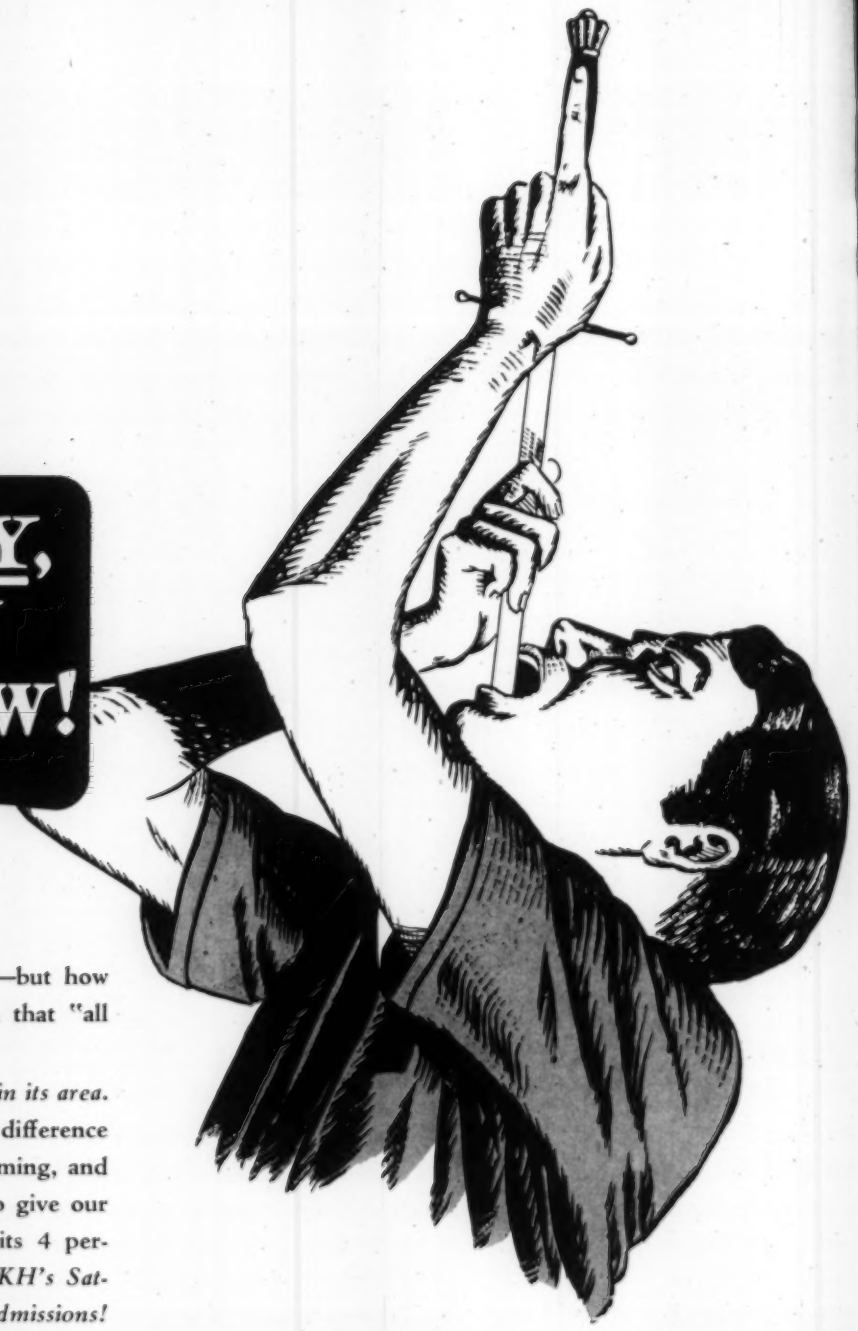
"Hurree! Hurree! Hurree! the line is forming to Lang-Worth!"

Network Calibre Programs at Local Station Cost

LANG-WORTH
feature programs, inc.

STEINWAY HALL, 113 WEST 57TH ST.
NEW YORK 19, N. Y.

IT'S EASY, IF YOU KNOW HOW!



SOME people will swallow anything, we know—but how did anybody ever swallow the old misconception that "all radio stations are pretty much alike"?

KWKH is very different from any other station in its area. In our 23 years, we of KWKH have built this difference by studying our audience, by testing our programming, and then by spending the time and money required to give our people *what they want.* Proof? Well, during its 4 performances in March, *the Louisiana Hayride, KWKH's Saturday night feature, drew more than 12,000 paid admissions!*

KWKH *is* different. Among all the CBS stations rated by the Hooper Station Audience Index, KWKH consistently ranks near the top, morning, afternoon and evening! May we tell you what this can mean to you in the important Shreveport area?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 20 WASHINGTON, D. C., MAY 16, 1949 $7.00 A YEAR—25c A COPY

BAB'S FLYING START

Plans Early Move to N. Y.

A FULLTIME sales promotion unit, styled exactly as the NAB membership demanded at Chicago last month, has jumped right into the middle of the all-media battle for advertising dollars.

Well ahead of schedule, NAB's Broadcast Advertising Bureau has informally replaced the NAB Dept. of Broadcast Advertising. Blessed with triple the old department budget, BAB is a fast-going operation though its formal debut is scheduled June 1.

First definite plans for the industry's sales-promotion adjunct were drafted last Wednesday at a Washington meeting of its directing body, the BAB Policy Committee.

Transfer of the operation to New York will be made as soon as an office can be obtained by Maurice B. Mitchell, BAB director. One of the sites considered is the former BMB suite at 270 Park Ave., most of the BMB operations having been moved to 50 Broadway.

The policy committee, consisting of four board members and the chairman of the Sales Managers Executive Committee, spent a full day working over the difficult problems of launching the new enterprise. Presiding was Robert Enoch, KTOK Oklahoma City, policy committee chairman, who arrived just in time for the meeting after sitting out the night at the Tulsa airport.

Others Participating

Others taking part were Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va., all board members. Fifth member is John J. Gillin Jr., WOW Omaha, chairman of the sales managers group. From NAB headquarters were President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer, and Robert K. Richards, director of public relations and publications. Mr. Mitchell sat with the committee as director of BAB.

If there was any doubt whether the policy committee would merely make recommendations to NAB management or whether it would actually lay down policy for management to execute, that doubt appeared to have dissipated after the all-day meeting. The committee went right to work on all the organizational problems and by dusk had laid most of the groundwork for the new agency.

CHART FOR FUTURE of BAB (Broadcast Advertising Bureau) was drawn up at Wednesday meeting of BAB Board Policy Committee in Washington. L to r: G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va.; NAB President Justin Miller; Howard Lane, WJJD Chicago; Robert Enoch, KTOK Oklahoma City, chairman; Maurice B. Mitchell, BAB director; John J. Gillin Jr., WOW Omaha

BAB's main job is to operate industry sales promotion in the face of heavily financed projects of competing media. BAB will have perhaps $210,000 for the first year, three times the present Dept. of Broadcast Advertising budget but still only a fraction of the promotion funds maintained by competing media.

Mr. Mitchell was authorized to expand personnel and get into operation in New York as soon as quarters can be found. It was apparent that the personnel selection will not be rushed, the committee insisting that high-calibre men be selected.

A Chicago office is planned but no decision was reached on the time this operation will be set up nor was any action taken on plans for eventual West Coast representation.

The committee reviewed specific BAB projects submitted by Mr. Mitchell. One of the first of these to be carried out will be a slide-easel presentation suitable for showings before individual sponsors or groups of sponsors as well as civic, business and educational organizations. Mr. Mitchell is to discuss some of these projects briefly at the May 19 meeting of the Radio Executives Club in New York.

Already under way, for example, are studies of TV rate cards and

(Continued on page 57)

$1 MILLION CONTRACT

Stanton, CBS Sign

By ED JAMES

FRANK STANTON has signed a 10-year contract to continue as president of CBS at a base salary rate of $100,000 a year, it was learned last week.

The contract, indisputably the most rewarding ever written for a radio network executive, contains security provisions extending for 20 years.

Under its terms Mr. Stanton cannot be dismissed by CBS in the first five years of the contract and must be paid a flat sum of $100,000 in the unlikely event CBS choses to dispense with his fulltime services during the second half of the contract period.

No matter how or when his full time employment is terminated, Mr. Stanton will be retained as a consultant—with modest duties—until Dec. 31, 1968 at an annual fee of $25,000 payable in weekly installments.

The contract covering his fulltime employment as "a senior executive" is effective from Jan. 2, 1949 to Dec. 31, 1958. It was signed by Mr. Stanton on April 18, just before he and his wife sailed for Europe.

He has been paid at the rate of $100,000 a year since Jan. 2, however, it was learned.

Mr. STANTON

The terms of the contract were filed with the Securities & Exchange Commission.

The consultative services which Mr. Stanton will perform at the conclusion of his fulltime employment are to begin the first day after termination of his employment. Such services will be performed within the U. S. and at such times as Mr. Stanton specifies or the board of directors or senior officers of the company request.

Mr. Stanton will not, however, be required to devote a major portion of his time to his consultative work, according to the contract. A stipulation of the contract was that Mr. Stanton could not engage in work for organizations competitive with CBS or its owned or affiliated companies during either his employment or consultative periods.

He can, however, buy stock or securities of any corporation listed on the exchanges, but he must

(Continued on page 58)

WHEN Herb Baldwin (center), vice president in charge of advertising for New York, New Haven & Hartford Railroad, visited WEEI Boston, Carl Moore (l), m. c. of WEEI's *Beantown Varieties*, brought out song published in 1911 "On the New York, New Haven & Hartford." Railroad is a participating sponsor of *Beantown Varieties*. Flanking Mr. Baldwin are Gloria Carroll, vocalist on program, Fred K. Knight of Chambers & Wiswell agency, Boston, and H. Roy Marks, (r), WEEI sales representative.

GOODMAN PACT

$1 Million Deal With WJZ-TV

SIGNING of 10-year contract for more than $1 million by WJZ-TV New York and Harry S. Goodman Productions, same city, was announced jointly last Thursday by the station and the package producer. The pact covers purchase of a new type quiz program, in which home viewers participate exclusively.

The contract is said to be the largest single local television contract to have been signed to date.

Television Telephone Game will be presented in 10 quarter-hour segments weekly. The series is scheduled for a June 7 premiere, according to Murray Grabhorn, ABC vice president in charge of owned and operated stations and manager of WJZ-TV. It will be telecast Tuesday through Friday, 4-4:15 p.m. and 4:45-5 p.m., and Saturday 12 noon to 12:15 p.m. and 12:45-1 p.m. Selected films will be telecast by WJZ-TV during the half-hour intervals between program segments.

Terms of the contract for *Television Telephone Game* also grant ABC-TV affiliates and owned and operated stations exclusive option, on a 30-day refusal basis, for purchase of the program in their respective cities. After expiration of the allotted period, Goodman Productions can sell the show to other video stations, Mr. Goodman disclosed.

Mr. Grabhorn also announced the signing of two franchise sponsors for the new quiz game. General Foods Corp., New York, for Grape Nuts and Grape Nuts Flakes takes Tuesday-through-Friday time on the 4-4:15 period and time on the 12-12:15 p.m. segment of the Saturday program. Young & Rubicam Inc., New York, is the General Foods agency.

Swift & Co. for its peanut butter will be a franchise sponsor during the 4:45-5 p.m. Tuesday-through-Friday period and the 12:45-1 p.m. Saturday portion. J. Walter Thompson Inc., Chicago, is the Swift agency.

Mr. Grabhorn also disclosed that other sponsors have indicated "intense interest" in the program. He pointed out that each 15-minute telecast can accommodate four franchise sponsors, each of which receives one 15-second commercial daily, or three sponsors with 20-second commercials each. In addition, there are two one-minute spots available for purchase within the body of each quarter-hour program.

Format of the program involves a series of questions, the right answers to which carry specified numbers, indicated by the emcee. Home viewers circle such numbers appearing in the last five digits of their social security or telephone number. Viewers telephone the program when all numbers are circled, winning merchandise prizes, of which between 200 and 500 are expected to be awarded daily.

Bickmore Joins D-F-S

JESS BICKMORE, formerly associated with the Borden Co., will join Dancer-Fitzgerald-Sample as vice president and member of the executive planning group. During his 15 years with Borden, Mr. Bickmore was successively advertising manager, assistant director of sales and most recently, general merchandising manager.

ZugSmith Elected

ALBERT ZUGSMITH, executive vice president of The Smith Davis Corp., radio and newspaper brokers, has been elected chairman of the board of directors of Business Corp. of America. Announcement was made May 11 by George Romano, president of BCA which is a national network of business brokers.

Mr. ZugSmith

BANKING ON RADIO

Wide Acceptance Shown in New Survey

RADIO PLANS OF 193 banks were surveyed in April by the American Financial Public Relations Assn. Results showed that 133 of the 193 banks were using radio advertising, and that 21 of the remaining 60 planned to use radio in the near future.

Eighty-five of these banks used radio daily, and another 22 used it more than once a week. Banks prefer sponsorship of spots and news programs, although some sponsored children's programs, dramatic shows, or sports programs.

Television, too, comes in for heavy sponsorship from banks. Of the 26 banks located in TV markets, 12 are now using television, most of them buying announcements, although some have used weekly half-hour live shows.

Biggest deterrent to active TV sponsorship by banks, the survey showed, is the high cost of production and the relatively low number of sets in use in some areas.

Of the 35 who said they were not planning to use radio, more than half could give no reason for their lack of interest in the medium.

WALTHAM CO.

Urged to Invest in Spot

A SALES presentation advocating an investment of $2 million in spot radio was made to the recently reorganized Waltham Watch Co. last week by the National Assn. of Radio Station Representatives.

Frank Headley, NARSR president and president of Headley-Reed Co., and T. F. Flanagan, managing director of NARSR, met with officials of the watch firm at a dinner in Boston's Ritz-Carlton Hotel. The meeting was arranged by Dana Baird of Weed & Co., chairman of NARSR's Boston council; Art Smith of Edward Petry & Co., and Robert Foster of the Raymer Co.

Mr. Flanagan pointed to the success of other watch manufacturers in spot radio and said the enormous enlargement in recent years of the watch market was primarily because of the use of radio and television advertising.

ABC GROSS SALES

$10 Million First Quarter

ABC gross sales—less discounts, returns and allowances—for the first quarter of 1949 were $10,218,410, according to a report on file with the Securities & Exchange Commission last week.

No comparable figures for the first quarter of 1948 are available. At that time ABC stock was not listed on the stock exchange and therefore ABC was not obliged by SEC rules to file such information.

Headley-Reed Named

APPOINTMENT of Headley-Reed Co. as national representative of WTOD Toledo was announced last week by Edward Lamb, owner of the station. Headley-Reed also represents the Lamb television properties: WICU Erie, which is in operation, and WTVN Columbus, which is slated to go on the air this fall.

Drawn for Broadcasting by Sid Hix

"Relax—I'm just answering that last request!"

CAUTION: CODE AHEAD

Fully Operative

By J. FRANK BEATTY

NAB'S code of commercial and program ethics—officially known as the Standards of Practice—will become fully effective next Thursday.

Conceived 2½ years ago in a network-sponsored move to quiet widespread criticism, and born exactly one year ago after months of emotion and rancor, the industry's operating ideals now apply to all the programs and contracts of NAB member stations.

The standards are rarely mentioned when broadcasters get together. Even at the NAB Chicago convention the subject was far in the background. This industry attitude is interpreted by some as a sign that the code is a dead duck now that time selling is becoming more competitive.

Judge Justin Miller, NAB president, takes a different view. He told BROADCASTING last week that the industry has settled down to quiet observance of the standards. The emotional experiences of legislation are over and the code has properly assumed its place as a routine matter, he believes.

Even at this comparatively early stage in the code's life there have been incalculable benefits, Judge Miller contends. In proof he points to cessation of the widespread clamor against radio programming and commercial practices on the part of parent-teacher groups, civic and religious organizations, and other bodies.

Long Term Process

Three years ago the anvil choruses were clanging everywhere these groups got together, he reminds, calling the trend "evidence that stations and networks have eliminated practices once considered objectionable."

Next step in the code's maturity will be creation of a method of acquainting broadcasters, advertisers, agencies and listener groups with the code's provisions, according to Judge Miller. This long-term process will include a technique of promoting adherence to the code's provisions.

At this point the association's progress has been slow. The NAB board voted at Chicago last month for appointment of a code interpreter. The matter was referred to NAB management.

In addition, creation of Standards of Practice Committee was authorized some months ago. This committee would supervise the whole code operation. Holding up this phase of code progress is the problem of selecting a committee chairman who will combine industry prestige and the administrative talents such as job will require.

The partly-formed code committee met at Chicago in April. It made the basic recommendation for a code interpreter, adopted a few days later by the board. Its members include Robert T. Mason, WMRN Marion, Ohio, for small stations; Eugene Carr, Brush-Moore stations, for medium stations; large stations, vacant; FM, William E. Ware, KSWI Council Bluffs, Iowa; unaffiliates, Lawrence W. McDowell, KFOX Long Beach, Calif.; TV, Eugene S. Thomas, WOIC (TV) Washington; networks, vacant; NAB board, William B. Quarton, WMT Cedar Rapids, Iowa. Advisory members include AAAA, George Ogle; ANA, vacant. NAB staff advisors are Harold Fair, Richard W. Jencks and Robert K. Richards.

Even without the benefit of a permanent vehicle for education and enforcement "there is no question of violation on 90% of the standards," according to Judge Miller.

Giveaway Dispute

"There is some dispute over time limitations and the giveaway or audience-buying phases of industry adherence. Here interpretation becomes important, with wide variance in the way individual stations and networks interpret the provisions."

Judge Miller concedes there might be a tendency in spots to disregard the time limitations but he says it is not widespread.

The four networks have been operating well within the standards since Jan. 1, he reminds, having voluntarily pushed ahead the May 19 effective date for all contracts. "They are doing considerable interpreting on giveaways and buying," he said.

The judge agrees there is no way of monitoring the industry's adherence to the code. Lacking factual reports on what stations are doing, he says the best way to gauge observance is to observe the attitude of the groups that once agitated for adoption of a code.

"My impression is that acceptance and observance of the standards is widespread," he declared. "The intense criticism by parent-teachers, religious and civic groups has died out. This is evidence that stations and networks have eliminated practices once considered objectionable.

"For many years I have studied the history of codes of ethics in the legal and medical professions. The whole matter becomes a routine proposition. I don't expect any fireworks in observance of the standards. The process is one of long-term education. It's another instance in which a professional group states its ethics and standards. Of course there are some Elmer Gantrys in every group and there will be broadcasters whose operations will not meet the industry's highest standards.

"We have made remarkably good progress and apparently the listener organizations are very much impressed and pleased. There is by no means the same amount of protests against inferior and poor programming.

TV Provisions

"One of the first jobs of the standards committee will be to prepare new provisions applicable to television. The present standards apply to television, including paragraphs covering good taste, children's programs—everything except those pointed directly at aural radio. FM already is fully covered.

"Judging by the falling off in criticism, broadcasters must be satisfying their communities with program and commercial standards."

One of the problems in application of the standards is the fact that several government agencies exercise varying degrees of control over broadcasting, according to Judge Miller, making enforcement methods of other groups inappropriate. He said NAB will go as far as it can in implementing the code without running afoul of anti-trust laws governing restraint of trade.

Judge Miller feels the FCC should give NAB a chance to put the standards into effect rather than become involved in interpretation or in decisions based on the standards, recalling a statement by a former FCC chairman that a station's code status would be a factor in license renewal proceedings.

While there is no evidence that stations living under the code have suffered loss of listeners or business, Judge Miller concedes increasing competition within the industry and a declining business

(Continued on page 81)

FOR her efforts in U. S. savings bond drives, Mrs. Hazel Kenyon Markel, WTOP Washington director of program service, receives "Forty Niner" pin from Secretary of the Treasury John W. Snyder. Award was made at a transcribing session of WTOP's May 15 *D. C. Dateline* program which opened the bond drive.

SPORTS RIGHTS

CBS, NBC, Gillette Involved

NEGOTIATIONS involving CBS, NBC, Gillette Safety Razor Co., New York's Madison Square Garden Corp., and the rival boxing promotion organization, the Tournament of Champions, were as dizzy last week as a fighter reeling from a title-holder's hook.

What appeared to be emerging from a series of complex negotiations was a new monopoly of boxing, a sharing of television rights to Garden fights by CBS and NBC, the withdrawal of CBS from sports promotion, and the probable purchase by Gillette of radio rights to Garden boxing.

The absorption by the Garden corporation of the Tournament of Champions, in which CBS is an equal partner with three other interests, was near conclusion, it was said.

At the same time NBC was reportedly near agreement with the Garden for television rights to Garden fights. But NBC would have to share the rights with CBS. As a condition to its agreeing to the sale of the Tournament of Champions to the Garden, CBS was insisting on access to an equitable portion of Garden fights.

Gillette Negotiating

Meanwhile, Gillette was known to be negotiating directly with the Garden for a new contract replacing its current deal which expires May 31.

With CBS and NBC both bidding directly for television rights it was presumed, although not officially confirmed, that Gillette's bargaining concerned radio rights. Gillette's present contract, said to be worth $400,000 to the Garden and the 20th Century Sporting Club—which shared equally—in the past year, covered both radio and television.

Gillette has broadcast fights over ABC's radio network and NBC's television. ABC has not entered the current negotiations, it was said.

The total price which the Garden not only hoped but intended to get for radio and television rights in the next year was said to be more than double that received from Gillette under its present contract.

If the absorption of the Tournament of Champions by the Garden corporation is achieved, it would mark the end of a six-month participation by CBS in sports promotion. The network became a one-quarter owner of the quadripartite T of C last Dec 1.

A series of boxing matches has been staged by the T of C since then and telecast by CBS under sponsorship of Ballantine Beer.

MR. WEISS MR. BROWN MR. TATUM MR. INGRIM MR. CAMPBELL

* * * * * * * * *

DON LEE REALIGNS

Weiss Heads Board

REALIGNING its top management, the 45-station Don Lee Broadcasting System last week announced the elevation of Lewis Allen Weiss, president, to the post of chairman of the board. Coincident with this, Willet H. Brown, executive vice president, was named president.

Five other men in the organization were named officers to "enable the management to fully utilize the experience and ability of more executives in the company's expansion of radio and television operations," Mr. Weiss said.

The other new officers are Donn B. Tatum, vice president and general counsel; Ward D. Ingrim, vice president in charge of sales; Pat W. Campbell, vice president in charge of station relations; William D. Pabst, vice president and general manager of KFRC San Francisco; C. J. Marshall, assistant secretary-treasurer.

The company's board of directors remains unchanged Mr. Weiss, chairman; Mr. Brown, president; A. M. Quinn, secretary-treasurer; Mr. Tatum, general counsel.

Mr. Weiss has been with Don Lee on two occasions. He joined the network in 1930 as vice president and general manager, serving two and one-half years before leaving to become general manager of WJR Detroit. In 1936 he returned to Don Lee to reorganize the network.

Mr. Brown joined Don Lee Inc., statewide distribution agency for Cadillac and LaSalle, in 1932. He rose to the post of assistant general manager. When the organization established the Don Lee Broadcasting System as a subsidiary, he became its assistant general manager.

Mr. Tatum, general counsel, who joined Don Lee several months ago, previously was a partner in a Los Angeles law firm. While with the law firm he served as counsel for both ABC and NBC.

Mr. Ingrim, like Mr. Weiss, has had two terms with Don Lee. At 26 he was named sales manager of KFRC and later became assistant to William D. Pabst, general manager of the station. During the war he served with the Air Force, emerging as a major. Upon separation he joined the John Blair organization in Chicago, later was transferred to New York. Last November he rejoined Don Lee as director of advertising.

Mr. Campbell joined Don Lee in 1943 as director of station relations. He was in the theatrical field from 1912 to 1921 when he became general manager for the late David W. Griffith, noted picture producer. Later he became United Artists' foreign representative. In 1929 he resigned that post to establish west coast offices for World Broadcasting System, and remained in that post until October 1943 when he joined Don Lee.

Eastland Named

RICHARD L. EASTLAND, formerly with Hutchins Advertising Co., has been appointed director of radio and television for Erwin, Wasey & Co., New York. He will be responsible to C. H. Cottington, vice president in charge of radio and television, whose headquarters are in Los Angeles. Mr. Eastland has been radio director of Roy S. Durstine Inc. and of the J. Walter Thompson Co., Chicago office.

OHIO ASSN.

Broadcasters Meet May 25-26

OHIO ASSN. of Broadcasters will hold its annual meeting May 25-26 in Columbus.

Management conference, including a study of the Ohio market, will be a feature of the luncheon on opening day. The afternoon session will be devoted to a review of Ohio legislation affecting radio, plus an open forum on management problems.

All members of the Ohio legislature and elected state officials have been invited to a Wednesday banquet. Election of officers is on the agenda for Thursday morning.

WEINTRAUB

Signs for New Quarters

WILLIAM H. WEINTRAUB & Co., New York, announced last Monday the signing of a $750,000 ten-year lease for new quarters at 488 Madison Ave.

The agency will occupy the entire 17th floor—14,000 square feet—of a new building now being constructed. Quarters will house a 100-seat theatre for television auditions and sales meetings and a modern kitchen for product research and staff use. The lease calls for occupancy on New Year's Day 1950. Until then, the agency remains at 30 Rockefeller Plaza.

NABET ENGINEERS

Sign With NBC, ABC

By HERMAN BRANDSCHAIN

CONTRACTS covering approximately 1,000 NBC and ABC engineers were signed Wednesday and Thursday by the networks and National Assn. of Broadcast Engineers and Technicians.

The agreements provided improvement in working conditions but, for the first time in recent years, engineer salaries at $526 monthly after six years remained unchanged. Sound effects men and communications engineers were given increases of from 4 to 7%, it was learned.

Networks resisted wage increases on several grounds but it was argued primarily that the expense of television prevented upping of engineers' scales

Engineers' Counter Claim

The engineers countered that television was not an expense but a huge investment in which the jackpot was around the corner. The engineers should not be called upon to subsidize an investment, they argued, adding that AM profits justified wage increases.

This position was parried by the networks. They said AM and TV were all part of the same pocketbook. As the networks signed, NABET was still bargaining for engineers employed at WOR New York and WOIC (TV) Washington. These negotiations were said to be making progress, with a settlement probable early this week.

The networks' settlement came after day and night sessions for almost six weeks, during which a federal mediator was called in, a strike vote was taken and preparations made on both sides for a siege.

NABET finally signed for a wage structure that differed little from the companies' original position. The companies had asked the engineers to look at betterment of other parts of the contract instead. This was done.

Whether this will satisfy all NABET members is questionable, but it is understood the NABET leadership regarded the contracts as the best obtainable under present conditions.

NABET was faced during negotiations with such considerations as its disputes with IATSE over television jurisdiction, the IBEW deadlock at Yankee Network where engineers struck after they were offered in a new contract less than present wage scales (see story page 4) and with a solid front on the part of management.

ABC and NBC negotiated jointly. The contracts worked out for the two networks have few important differences, it was learned. Separate agreements were signed for each network—three for each network—covering separately engineers, traffic and communication workers and sound effects men. All terms were said to apply equally to AM, FM and TV. Neither side gave out details of the agreements.

All the agreements, it was learned, however, are one-year pacts, effective and retroactive to May 1. They all have a wage reopening clause at the option of NABET after six months.

In brief, significant changes were said to be these:

- Improved working conditions including mandatory meal periods, short turn-around and call-in protection.
- Seniority protection extended.
- Arbitration of disputes to be speeded up.
- Pay increases for traffic and communications men said to amount to about 5%; for sound effects men said to amount to about 4% on NBC and 7% on ABC.

New meal period clauses, it was learned, provide that if an engineer does not eat within the fourth, fifth or sixth hour, he must eat during the seventh hour—except for an emergency.

In the rare case where an emergency causes work through the seventh hour he is said to be paid double time until he does eat. On top of that, if his work carries be

(Continued on page 57)

BULOVA GRANTS

13-Year Case Finally Cleared

IN A 31-page decision which rattled a 13-year-old collection of skeletons, FCC by a 4-to-2 vote last week granted regular license renewals to Arde Bulova's WOV and WNEW New York, clearing the watch manufacturer of charges dating back to 1936.

The Commission also approved transfer of WOV to Victory Broadcasting Corp., owned by N. Joseph Leigh (51⅔%), New York industrialist; Richard E. O'Dea (33⅓%), a minority stockholder in both WOV and WNEW, who gives up his WNEW interest; WOV General Manager Ralph Weil (8%), and Program Director Arnold Hartley (7%). The price is approximately $300,000 and the transfer is to be consummated within 20 days.

Thus FCC moved to terminate (1) its years-long series of investigations based on charges of hidden ownership in Mr. Bulova's early ventures in station operation, and (2) the last of its original duopoly cases.

FCC Split

In a rare FCC split, Chairman Wayne Coy and Comr. Robert F. Jones dissented, holding that "a hearing is imperative." They were "unable to see how the Commission can conlude that Mr. Bulova is qualified" to be a licensee. Comr. George E. Sterling, at an international conference during consideration of the case, did not participate in the vote.

The complaints, filed over a period of 13 years, involved Mr. Bulova's acquisition of WCOP Boston, WELI New Haven, WNBC New Britain (now WONS Hartford), WPEN Philadelphia and WOV (now WNEW, through an exchange of call letters). His relationship with WAGA Atlanta also was examined in FCC's investigation. All of the charges relate to events between 1934 and 1937. Since then Mr. Bulova has relinquished all his station interests except those in WOV and WNEW.

The Commission majority reviewed in detail the findings of its investigation with respect to each of the stations. The report noted that some of the complaints were before the Commission in connection with prior applications and were considered, or presumably considered, before those applications were approved. There was a series of investigations in 1944, it was pointed out, plus extensive testimony during the House Select Committee investigation of FCC at about the same time and the Commission's own exhaustive staff investigation in 1948.

But the majority did not feel that enough material had been turned up to indicate Mr. Bulova was guilty of concealing true ownership, or that it was likely a further hearing would produce "any additional information." The majority concluded:

- **There is "no question" that both WOV and WNEW have been operated in the public interest.**
- **FCC is not "a court of appeals" to review its predecessors' actions, "except in unusual circumstances."**
- **A further hearing should not be undertaken on "mere suspicion and inference," particularly if there is good reason to believe that prior Commissions "had knowledge of the principal facts concerning the activities complained of, and therefore [by grants issued the stations] must be considered as having given their consent, explicitly or implicitly, to such activities."**
- **Before 1944, FCC granted "numerous" applications of WNEW and WOV without raising questions, while Mr. Bulova since 1942 "with the apparent sanction of the Commission" has made repeated attempts to dispose of WOV in compliance with the duopoly rule.**
- **With respect to the various stations, there is no information or evidence sufficient to justify further hearing on charges that Mr. Bulova was the real owner before he applied for consent to acquisition of them. Nor is there information to show that he misrepresented facts.**

The majority cited numerous stories in BROADCASTING during 1936-37 to show that the industry, if not the Commission, was aware of Mr. Bulova's plan to establish an Atlantic Coast network and his financial backing of some of the stations. It would be only natural, the majority felt, for him to have been interested in "friendly ownership" of stations which might become keys in the projected network.

In WOV specifically, the majority held that FCC should have been given copies of two 1937 letters by which the late John Iraci, a former owner, was to acquire a minority interest from Mr. Bulova. But the majority was "not satisfied that this neglect . . . is sufficient to justify a conclusion that the grant of [renewals to] WNEW and WOV would not be in the public interest."

In the WPEN case it was noted that FCC in 1944 granted transfer from Mr. Bulova after having "specifically considered" a charge that he acquired a 50% interest in 1936 without reporting it. "The recent investigation," FCC said, "developed no new information to justify a reopening of this matter."

The majority found "no evidence that Mr. Bulova either loaned money to [WAGA] or had any

(Continued on page 79)

FCC BUDGET

Coy Asks Cut Restoration

RESTORATION of the House cut on appropriations, to enable FCC to strengthen its laboratory and other services and speed up overall efficiency, was requested by FCC Chairman Wayne Coy last Wednesday.

Mr. Coy testified before a Senate appropriations sub-committee headed by Sen. Joseph O'Mahoney (R-Wyo.). Comr. Coy sought return of a $108,000 cut in the House passed bill (HR 4177) which dropped FCC 1949-50 appropriations from the estimated $6,633,000 to $6,525,000, but still $175,000 over the current budget.

Comr. Coy noted warily that Commissioners might not be eligible for salary increases provided by other Congressional measures under language of the House-passed measure. Mr. Coy was referring to an amendment, favored in House committee but deleted on the House floor, that passage "shall not prevent [Commissioners] from receiving salary at a higher rate under specific legislation enacted by . . . the 81st Congress."

He said "it is not clear to me whether that would constitute a ceiling on the proposed $12,000" and suggested the language be clarified to provide no limitation if other increases are allowed. Comr. Paul A. Walker quoted Rep. Albert Thomas (D-Tex.), chairman of the House Appropriations subcommittee, as saying that, despite the deletion, he did not think it would constitute a limitation. Comr. Coy asked that this be considered when the Senate group prepares its report.

All Attend

All seven Commissioners and some 18 staff members attended the session. It was the first hearing by the Senate group, who also will hear witnesses from FTC, SEC and other independent establishments. FCC appeared first because of Chairman Coy's trip to the International Telephone and Telegraph conference in Paris. He was due to sail from New York Friday.

Mr. Coy also took exception to the House limitation on employes. "We are making progress in personnel administration and I don't think there should be any limitation of one personnel man to every 125 employes," Mr. Coy stated. Current Commission ratio is about 1 to 101, he said.

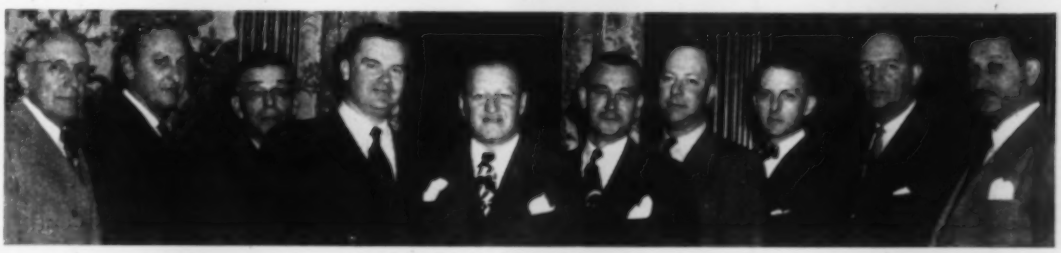
Chairman Coy recalled the suggestion of Rep. Thomas that FCC shift some of its personnel to processing of applications. He said he told the Congressmen this would not cut the current backlog of applications.

"We should strengthen the laboratory and field services upon which allocations are based," Mr. Coy contended Wednesday "Work of this kind will make the bringing of rules up to date and granting of applications easier."

Referring to the House report on limitation of employes, Comr. Walker testified that many FCC staff members put in long hours.

"It is nothing to find engineers on duty Saturdays, nights and even Sundays. It is true that overtime

(Continued on page 80)



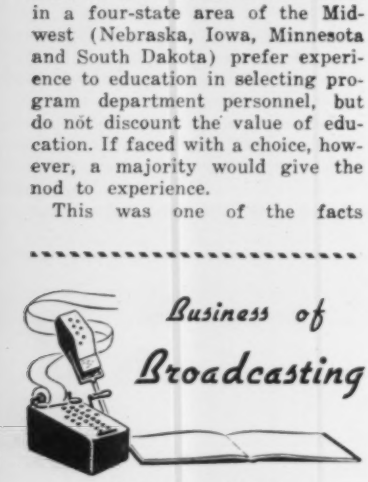
"OPERATION THRIFTY," a nine-day sales event and air show, was sponsored May 5-14 in Buffalo, N.Y., by Sattler's department store and the Buffalo Junior Chamber of Commerce. Designed to dramatize savings to the public through the use of commercial airline freight service, Sattler's Bargain Airlift was promoted through its radio schedule, newspapers, displays and other projects. Transcribed greetings and congratulations from airlines executives were used on the store's radio shows and WEBR Buffalo aired a birdsview of the event from a plane over the city. Among those attending the send-off dinner for the event (l to r): Dr. Clinton Churchill, president and general manager of WKBW; Jack E. Reznek, Sattler's general merchandise manager; William Doerr, commercial manager, WEBR; Bob Cornelius, vice president, Sattler's; Aaron Rabow, Sattler's executive vice president; John Madden, vice president, Sattler's; Clarence Allen, WEBR program director; Frank Kelly, assistant station manager in charge of sales, WBEN; Roger Baker, commercial manager, WKBW; Nat Cohen, WGR commercial manager (all Buffalo stations).

JOB STANDARDS

Managers Prefer Experience

MOST station managers in the 5-kw or less station classification in a four-state area of the Midwest (Nebraska, Iowa, Minnesota and South Dakota) prefer experience to education in selecting program department personnel, but do not discount the value of education. If faced with a choice, however, a majority would give the nod to experience.

This was one of the facts brought out in a study conducted by Robert J. Williamson Jr. in connection with a master's thesis he prepared at the U. of South Dakota on the subject, "Qualifications for Program Department Personnel." Mr. Williamson, formerly program director of KUSD, the U. of South Dakota station, assumed the program directorship at WMIK Middlesboro, Ky., on Sept. 1.



One of a Series

The conclusions Mr. Williamson presented in his thesis were based on replies to a five-part, four-page questionnaire sent to 95 stations of 5 kw or less power in the four states. Eighty-one per cent of the questionnaires were returned, he reports.

The questionnaires were designed to bring out in some detail how station managers feel about the kind of background a young person wishing a career in radio should have. Says Mr. Williamson after analyzing the replies: "The young person should come to the station with full knowledge that radio is a business; it is not a glamorous fairyland, but requires hard work, a broad education, rigorous hours, and open-mindedness."

Executives of the stations polled indicated that a program department applicant should have as a general background a liberal college education with a major in a composite of speech and radio. Experience in a small commercial AM or FM station or a non-commercial college station is desirable.

Replies to Mr. Williamson's questionnaire showed that 26 of the stations consider a liberal college education as acceptable educational background for a program department position, and 33 would like to see it set as an industry minimum.

Speech-radio is rated well above English and radio-journalism as the most desirable college major, with 26 stations checking speech-radio as first choice and 41 giving it as either first, second or third choice. English ranks second with ten first choices and a total of 23. Radio-journalism is third with a first-choice score of 9 and a total of 31 for all three choices.

Fifteen stations checked high school as acceptable educational background, but many had qualifications of experience or specialized education as a further requirement, Mr. Williamson found. In almost every case the stations reporting that they were not satisfied with their present job requirement standards listed high school, junior college or radio vocational school as acceptable educational background.

Seventy-four stations replied "yes" to a question on whether or not typewriting is a requirement. Shorthand is optional but in most cases is required for persons in continuity, traffic and secretarial work.

In 40 of the stations from which replies were received the announcer is hired as a salesman of the station. He should be a combination man — announcer-control operator (20), announcer-production man (18), or announcer-copy writer (14)—to satisfy most stations.

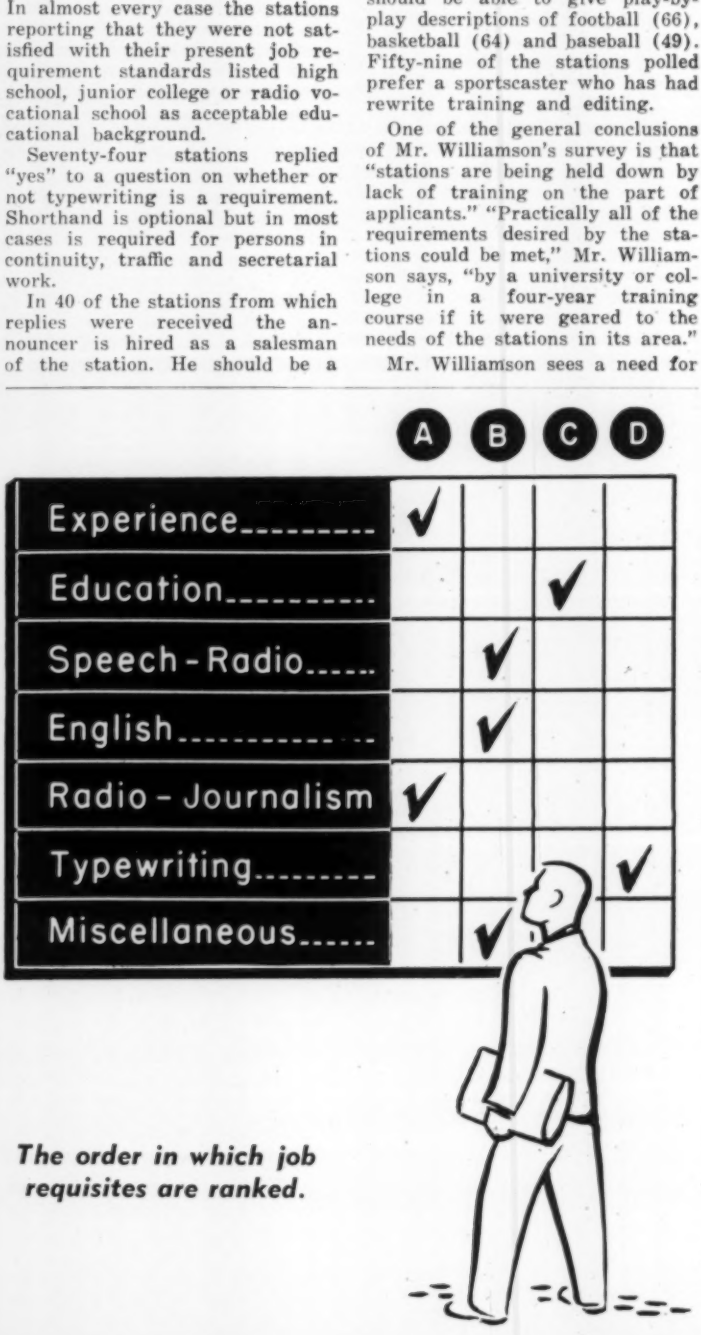
Sports Quotations

Forty-eight of the 77 stations participating in the survey do not require newscasters to rewrite their material, but the trend, as one station pointed out, seems to be going toward rewrite, according to Mr. Williamson.

The sportscaster should have an intimate knowledge of sports (18), and for most stations he should be able to give play-by-play descriptions of football (66), basketball (64) and baseball (49). Fifty-nine of the stations polled prefer a sportscaster who has had rewrite training and editing.

One of the general conclusions of Mr. Williamson's survey is that "stations are being held down by lack of training on the part of applicants." "Practically all of the requirements desired by the stations could be met," Mr. Williamson says, "by a university or college in a four-year training course if it were geared to the needs of the stations in its area."

Mr. Williamson sees a need for greater coordination of the efforts of "the people who teach and train radio personnel and people who employ radio personnel."



The order in which job requisites are ranked.

The balance between education and experience.

* * *

NEW ENGLAND

Network Dinner in Capital

THIRD ANNUAL New England Regional Network dinner was held last Thurdsay in Washington's Mayflower Hotel, attended by top radio figures and government officials.

The dinner also was scene of the weekly *New England Round Table*, panel discussion on "The Eighty-first or Eighty-worst Congress?" Moderator was Lief Eid, NBC Washington commentator. Participants were Sen. Owen Brewster (R-Me.), Rep. John E. Fogarty (D-R. I.); Rep. Christian A. Herter (R-Mass.) and Rep. Abraham A. Ribicoff (D-Conn.).

The weekly show is fed to the NERN stations, comprising WBZ Boston, WCSH Portland, WJAR Providence, WLBZ Bangor, WTIC Hartford and WRDO Augusta Me.

Guests included FCC Comr. George E. Sterling; Glenn McDaniel, vice president of RCA; Frank M. Russell, NBC Washington vice president, and representatives from the NERN stations.

Among other guests were managers of the NERN stations and officials of WBZ Boston and Westinghouse Radio Stations Inc.; J. J. Weed, Weed & Co.; William R. MacAndrew and Gene Juster, WRC Washington; a score of Senators and Representatives from New England States.

House Gallery Decennial

HOUSE RADIO Gallery has scheduled a number of regular broadcasts and pickups for May 20, the occasion of its 10th anniversary, it was revealed last week. Tentative plans also were being laid for a possible reception and cocktail party, with the site as yet undetermined. Commentators representing stations affiliated with the four major networks were to include Baukhage, Robert McCormack, Leif Eid, Al Warner, Earl Godwin, David Brinkley, Bill Coyle, and possibly Fulton Lewis jr., Elmer Davis, Bill Shadel and Eric Sevareid. Broadcasts are scheduled to originate at the House Gallery periodically from 12 noon to 7:30 p.m.

WALTER HITS FCC

Probe Intent Indicated

FCC last week appeared to be tabbed for another in the long series of threatened investigations—this time on grounds of alleged violations of the Administrative Procedures Act. Prime mover behind this latest threat is Rep. Francis E. Walter (D-Pa.), second ranking member of the House Judiciary Committee and co-author of the act.

Congressman Walter revealed his intent to investigate FCC in an address before House colleagues last Thursday and in a statement to FM Assn. prepared for release today (May 16). Proposed action grew out of heavy mail response received in reply to his speech on the House floor April 12 [BROADCASTING, April 18], the legislator said. He had declared that "FM has been obstructed, stepped on, blocked, or ignored from the start," and observed the Justice Dept. "might well" investigate obstacles to FM's development.

At the same time Rep. Walter noted House approval of a resolution (HRes 156) Thursday which would provide necessary funds for conducting "studies and investigations" within the Judiciary Committee's province. A sum of $30,000 is authorized for use by the whole or a subcommittee, to be paid out of the House contingent fund.

In his prepared statement, Rep. Walter said he proposed to utilize some of the funds, when they became available, for "thorough investigation" of what he termed flagrant and wilful violations" of the Administrative Procedures Act by FCC. He told BROADCASTING he plans to push action "as soon as possible, whether it be during the present session of Congress or during recess." One of the points he plans to raise concerns network policy on FM stations being "required" to duplicate AM affiliates' programs in full, he said.

Congressman Walter said that many of the 10,000 requests he has received for copies of his April 12 speech revealed "deliberate and contemptuous violations by the FCC of the Federal Administrative Procedures Act." Reports of the alleged violations are supported by the fact that in the past week the U. S. Court of Appeals reversed three decisions made by FCC, Rep. Walter said in his statement.

In these cases, he asserted, FCC's conduct was such that the Appellate Court felt compelled to flay the Commission for violations of the Act.

Rep. Walter contended that FCC has "sidestepped" important matters for "many months, and in some instances many years," and cited proposed regulations changes covering clear channels, lotteries, multiple station ownership, editorializing and requirement of public advertising for broadcast applications.

So-called "dictum and policy pronouncement" in the place of definite rule-making procedures were also scored by the legislator, with references to station ownership by newspapers, theatres and motion picture producers.

"Neither a broadcaster nor his lawyer can say with certainty what is banned or what is permitted," Rep. Walter insisted. "Yet these matters have been under consideration for years, but without action being taken . . . even after hearings have been held."

'Basic Declaration'

The Congressman also took the Commission to task for its failure to adopt its own proposed rule last summer whereby the examiner's report would serve as the Commission's proposed decision [BROADCASTING, Aug. 23, 1948].

He asserted it is a "basic declaration" of the Procedures Act "that every agency shall proceed with reasonable dispatch to conclude any matter presented to it, and this has been obviously disregarded by the Commission."

Rep. Walter concluded with his conviction that "there can be no substantial or adequate reason for such procrastination by an administrative agency, and I believe the time has come for a special inquiry to be instituted."

Possible action by the House Judiciary Committee would not contravene authority vested in the House Interstate & Foreign Commerce Committee to investigate FCC and other radio matters, it was believed, since the realm of administrative procedure violations rests with Judiciary with respect to all administrative agencies. The latter has the power to hold hearings and subpoena witnesses and documents under H Res 137, it was pointed out.

William E. Ware, president of FM Assn., commented that the "overwhelming and favorable reaction to Rep. Walter's recent speech underscores the problems which are burdening FM broadcasters all over the nation." He pointed out that many broadcasters are newcomers to the industry and are risking their own limited funds to bring FM coverage to their local communities.

Webster Postponement

SCHEDULED appearance of FCC Comr. Edward M. Webster before Senate Interstate & Foreign Commerce Committee last Wednesday was "indefinitely postponed," the committee announced. The Commissioner was nominated by President Truman May 4 for reappointment to the Commission [BROADCASTING, May 9]. Committee spokesmen said the postponement was requested by "Senators other than those on the committee," but gave no explanation as to their reason for seeking delay. Comr. Webster's present term expires June 30.

Pair of Civil War surgical scissors, loaned by the North Dakota Historical Museum, is used by Judge Morris to cut the ribbon opening Radio Center. Assisting him are Mr. Fitzsimonds (l) and Charles Murphy, KFYR news editor.

* * *

RADIO CENTER

Ceremonies Mark KFYR Opening

NEW, modern $400,000 Radio Center has just been opened by KFYR Bismarck, N. D., with a three-day public ceremony. Located at Fourth and Broadway in Bismarck, the two-story concrete and steel building was built "from the ground up" as a broadcasting plant. Critics have acclaimed the new studio building as the most beautifully decorated in the nation, according to F. E. Fitzsimonds, station manager.

Four major studios, all controlled from one master control room, are incorporated in the building. The control room is placed to give direct visibility into all studios and each studio has its own control position in the master room. Highlight of KFYR's new home is an expandable stage in the auditorium studio. Stage has two removable four-foot sections, with the front section on rubber-tired wheels. It may be adjusted to give a stage depth of 16 or 24 feet and accommodations for seating 75 to 110 persons.

Program Board

Unusual feature of the executive offices is a motor-driven program board which travels electrically from the commercial manager's office to the program director's office at the touch of a button. Board carries complete programs for four full weeks and was designed and constructed by KFYR's commercial, program and engineering departments.

Decorative scheme for the building was designed by Otto S. Nielson. Entrance to the building and the stairway are highlighted by the mural "Cavalcade of Communications," done by Mr. Nielson on all wall surfaces.

All equipment for offices, studios and control room is of the latest type, including RCA speech input equipment and IBM synchronized clock system.

Intensive promotion campaign preceded the official three-day opening. KFYR distributed 18,000 numbered buttons to listeners who requested them and Bismarck merchants contributed numbered prizes. Holders of matching numbers received the prizes, which were evaluated at close to $5,000. Opening day was highlighted by a parade and a formation flying exhibition by flying farmers of the region.

Public Tours Conducted

In the first official broadcast from Radio Center, Judge James Morris of the North Dakota Supreme Court cut the ribbon barring the main entrance. The public was taken on conducted tours of the studios and offices for three days. Mr. Fitzsimonds estimated more than 15,000 persons toured the Radio Center in two and a half days.

In addition to special broadcasts, KFYR marked the event with a stage show featuring NBC Announcer Bob Murphy, former Bismark resident, and Corinne Jordan, the "Stardust Lady" of Minneapolis. Proceeds from the show were donated to the Cripple Children's Hospital in Jamestown, N. D. A free dance also was presented each night with the station's staff orchestra furnishing the music.

KRSC FM-TV

Sold to KING for $375,000, Subject to FCC Okay

PURCHASE of KRSC Seattle's television and FM stations by KING Seattle for $375,000 was announced last week, subject to the customary FCC consent [CLOSED CIRCUIT, May 9].

KRSC-TV, on the air since last Nov. 25 (Channel 5), is the only television station operating in the state. KRSC-FM (98.1 mc) was the state's first FM station, having started Feb. 1, 1947.

KING has an application pending for TV Channel 7 and has operated KING-FM (94.9 mc) since December 1947. Upon FCC approval of the transfer, KING will withdraw its own television bid and dispose of one of the FM stations —probably KING-FM, since KRSC-TV and KRSC-FM are joint operations, according to KING President and General Manager Henry B. Owen.

The sale was announced jointly by Mrs. A. Scott Bullitt, vice president and principal stockholder of KING, and P. K. Leberman, chief owner of KRSC. Application for FCC consent is being prepared by Hogan & Hartson, Washington counsel for KRSC, and Haley, McKenna & Wilkinson in behalf of KING. It probably will be filed this week.

Changes in Policies

Sweeping changes in the KING program policies and operational structure were announced meanwhile by Hugh M. Feltis, former BMB president and now station manager of KING. A revised rate card also has been prepared, to be effective June 1.

Around-the-clock operations will be commenced today (Monday). The station henceforth will concentrate on musical programs—primarily popular and request selections—and will increase its attention to sports, already a major item.

KING is cancelling all commercial religious broadcasts except its long-standing local origination from the First Methodist Church. For replacement the station will present sacred concert music from 8 to 11 a.m. Sundays and will offer this block as a unit for sponsorship. A women's participating program and half-dozen other "talking shows" have been dropped from the regular schedule.

KING's revised organizational structure is headed by a policy committee which includes Mrs. Bullitt, Mr. Feltis and Mr. Owen. Mr. Feltis anticipated no staff additions except for technical personnel for the expanded nighttime operation.

To Absorb KRSC-TV Staff

The staff of KRSC-TV, however, is expected to be taken over by KING upon FCC approval of the transfer. Program Manager Lee Schulman has been a key figure in the KRSC-TV operation. The television station has programmed more than 20 hours per week since it went on the air, carrying programs from NBC, CBS, ABC and DuMont networks, home games of the Seattle Rainiers baseball team, various special events and other local originations.

KING, an independent on 1090 kc, boosted power to 50 kw full-time this spring. KRSC is on 1150 kc with 1 kw and also is an independent.

WATO Silenced

WATO Oak Ridge, Tenn., was silenced twice last week as a construction crew clearing site for a new housing project blew down the power line feeding the station's transmitter. WATO was off 25 minutes May 10 and 20 minutes May 12.

ELK AND FRIEND: Niles Trammell, NBC president (r), poses with gift he received from Sidney Strotz, NBC vice president in charge of the Western Div. Mr. Strotz whimsically expressed the 485-pound stuffed elk, shot during recent hunting trip, to Mr. Trammell at New York headquarters. Housing a stuffed elk was a new and bewildering problem to NBC, but the network's executives reportedly were grappling manfully with it.

RMA

25th Anniversary Meet Opens Today

MANUFACTURERS and technicians of broadcasting will convene in Chicago this week for the Annual Radio Parts and Electronic Equipment Conference and Show and the 19th annual convention of the Radio Mfrs. Assn. at the Stevens Hotel. More than 13,000 persons are expected for the parts show, which begins today (Monday) and continues through Friday.

Friday night both groups will combine to observe the silver anniversary of the RMA at a banquet in the grand ballroom. The parts show is sponsored annually by the RMA, the Assn. of Electronic Parts and Equipment Mfrs., the National Electronic Distributors Assn., the Sales Managers Club (Eastern Division) and the West Coast Electronics Mfrs. Assn.

Manufacturers, distributors, representatives and technicians will preview new products and conduct business meetings before the Tuesday opening of the exhibition hall, where 230 booths and display rooms were reserved before last weekend —this contrasts with 165 last year. Industrial displays will be viewed today, and additional exhibits are located on the fifth and sixth floors.

Television components and parts will take a predominant part in the exhibit, while receivers will be viewed in rooms outside the exhibition hall, inasmuch as the show is restricted to parts and chassis sold through parts distributors.

Among the TV models which will be shown are the recently-announced Andrew Jackson and Jackson Hermitage lines produced by Jackson Industries, Chicago. The firm, after operating in the private label field, is entering the name-brand market with low-price, large-screen sets, according to president David Krechman. These prices will be announced officially today—10-inch table model, $199.50; 12-inch table, $249.50; 12-inch consolette, $279.50, and 16-inch consolette, $359.50. These models, "priced to a full margin of profit," have been "on our pilot lines for several months," Mr. Krechman explained.

A video-tuner, a chassis without picture tube or speaker, will be introduced by Radio Craftsmen, Chicago. Aimed at low-cost markets seeking large-screen video, the set uses either a 12-inch or 16-inch tube, and can be assembled by a serviceman "at much less than the cost of a pre-assembled set," the company claims.

Standard Transformer Corp., Chicago, is showing a new parts item, a line of "exact duplicate" TV components designed to simplify the serviceman's job. A compilation of video service manuals and a book, *Recording and Reproduction of Sound* by Oliver Read, will be released by Howard W. Sams & Co., Indianapolis.

Quam Nichols Co., Chicago, is offering 11 new Adjusta-Cone speakers. Firm normally shows three models yearly at the show.

Other exhibitors who reserved space before the show are:

Aerovex Corp., New Bedford, Mass.; Alliance Mfg., Alliance, Ohio; American Phenolic, Chicago; Astatic, Conneaut, Ohio; Clarostat Electric, Brooklyn; Continental Electric, Geneva, Ill.; Camburn Inc., Woodside, N. Y.; Edwin I. Guthman, Chicago; Hexacon Electric, Woodside, N. Y.; Markel Electric Products, Buffalo; Merit Coil & Tranformer, Chicago; Pentron Corp., Chicago.

Potter & Brumfield, Princeton, Ind.; Presto Recording Corp., Hackensack, N. J.; Radio Merchandise Sales, New York; John F. Rider, Publisher, New York; Simpson Electric, Chicago; Sprague Products, North Adams, Mass.; Talk-O-Phone, Chicago; Technical Appliance Corp., Sherburne, N. Y.; Telex Inc., Minneapolis; Thordarson Electric Mfg. Co., Chicago; Ward Products Corp., Cleveland; Webster-Chicago, Wilcox Gay Corp., Charlotte, Mich., and Workshop Assoc., Newton Highlands, Mass.

BOND DRIVE

Four Networks to Carry Show

FOUR national networks are to carry special full-hour broadcast Monday evening (May 16) 10:30-11:30 p.m. (EDT) to launch the Treasury Dept.'s Opportunity Savings Bond Drive.

Scheduled May 16 through June 30, the bond campaign is to include full promotional support from all segments of the radio industry [BROADCASTING, April 25]. The Treasury's first major peacetime drive will seek to curb inflation potentials and to insure individuals and the economy against future deflationary periods through planned savings in bonds. Series E bond sales goal is more than one billion dollars.

The May 16 four-network kickoff show is to feature President Truman and Treasury Secretary Snyder with top radio and screen talent. Included are Bing Crosby, Bob Hope, Jack Benny and Rochester, Al Jolson, Lionel Barrymore, Jo Stafford, Roy Rogers, Irene Dunne, Edward Arnold, Frank Sinatra, Gene Kelly, Esther Williams and Fred Waring's Pennsylvanians. Alan Ladd is to be m.c. with Ken Carpenter announcer and Robert Armbruster musical director.

Four network show is being produced by Cornwell Jackson, Hollywood vice president of J. Walter Thompson Co. who is national radio consultant to Treasury.

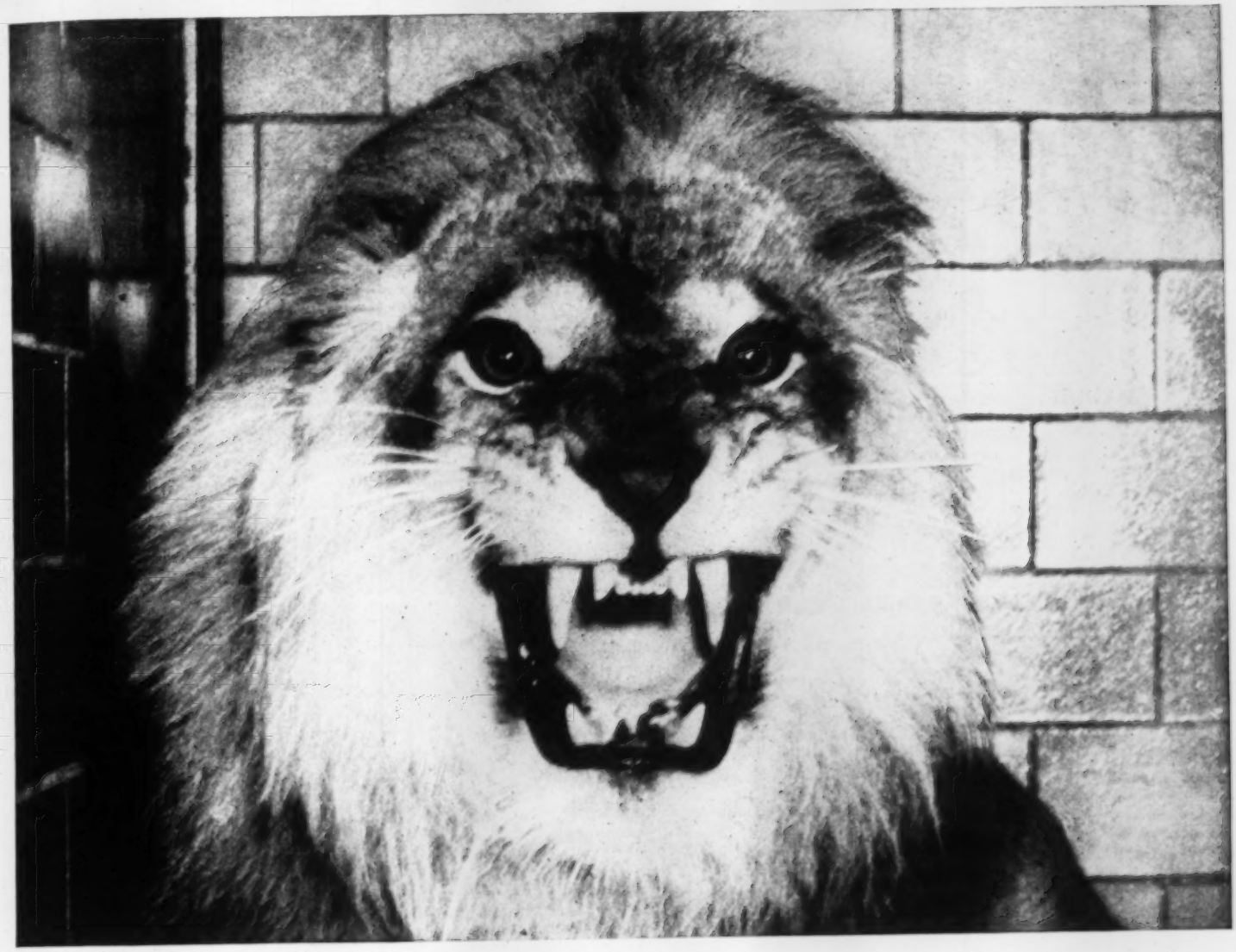
Treasury last week also announced distribution to stations of special recorded chain break jingles on bond theme. Set to the campaign music of the drive, "Oh Susannah," the jingles have been made by 18 radio and screen personalities. Individualized verses lead into standard sales chorus written by Joseph Stone of J. Walter Thompson Co., New York.

MORRIS SUES

Amos 'n' Andy Team

SUIT for $300,000 damages has been brought against Amos 'n' Andy by the William Morris Agency in Los Angeles as a result of sale of their talents and name to CBS by Charles Correll and Freeman Gosden. The action was filed in Los Angeles by the law firm of Gang, Kopp & Tyre. It seeks $1,100 weekly for seven years from the comics on the ground they had a firm obligation to deliver their show to Lever Bros. starting Oct. 19, 1948 but instead terminated the contract in the summer of 1948.

In reality the plan is only a rearrangement of their basic contract, the suit claims. The talent firm seeks a decision entitling it to the commissions which would have come to the firm under the original pact with Lever Bros. Amos 'n' Andy contend their Morris contract expired before they signed with CBS. The case has been assigned to Judge Ben Harrison of Los Angeles Superior Court.



He means business!

There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W·I·T·H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W·I·T·H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area. W·I·T·H gives you *more* listeners for *less* money than any other station in town.

That's why you can do so *much* with so *little* on WI·T·H. So don't monkey around. Remember that W·I·T·H *means* profitable business. Get the whole story from your Headley-Reed man.

W·I·T·H

AM Baltimore, Md. FM

Tom Tinsley, *President* · *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

MAY 16, 1949

VIDEO CENSORSHIP

Pa. Court Case Could Be Bellwether

MOTION PICTURE interests are behind the move to extend the State of Pennsylvania's censorship of films to those which are telecast.

This was revealed in testimony last week in the important TV censorship case hearing in the U. S. District Court for the Eastern District of Pennsylvania before Chief Judge William H. Kirkpatrick.

Mrs. Edna R. Carroll, chairman of the Pennsylvania State Board of Censors, admitted under questioning by Earl G. Harrison, former dean of the U. of Pennsylvania Law School and counsel for several television stations which brought suit to prevent enforcement of the TV censorship regulation, that the regulation was adopted because of pressure from movie exhibitors. The exhibitors, she said, resented having to meet censorship requirements when the corner saloon showing television did not.

Mrs. Carroll, testifying last Wednesday, said that TV film exhibited in Pennsylvania will have to carry the Board of Censors seal the same as motion pictures.

But there is little likelihood that actual censorship of television will take place in Pennsylvania for some time, if at all. Mr. Harrison revealed in testimony on the opening day of the hearing last Monday that he had been assured by the State's attorney general that Pennsylvania has no intention of attempting to enforce the censorship regulation against TV stations while the matter is still pending in the courts.

The action to restrain the State's Board of Censors from imposing censorship on motion pictures used by stations was brought by Allen B. DuMont Labs, operating WDTV (TV) Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ(TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster.

The stations are represented by Mr. Harrison and William A. Schnader. The Commonwealth of Pennsylvania's legal counsel in the case includes Abraham J. Levy, special deputy states attorney, and H. F. Stambaugh, a deputy state attorney general.

Judge Kirkpatrick announced Wednesday that he would meet with counsel for both sides on June 6. Following that, Judge Kirkpatrick said, he will set a date for the filing of briefs and legal arguments. Reason for the delay, it was explained, is that it will take the court stenographer about ten days to transcribe the testimony presented last week. The case is not expected to reach the Circuit Court of Appeals until fall.

Regulation Question

The question of FCC regulation of TV and how such regulation might conflict with rulings of Pennsylvania's Board of Censors was brought out Wednesday by Max Goldman, assistant general counsel for the Commission in charge of litigation. Mr. Goldman told the court that FCC does not have the right to censor radio or video shows in advance, but licensees can be warned. Extreme cases of law violation by broadcasters are referred to the Attorney General for criminal prosecution, Mr. Goldman said.

When complaints are made, Mr. Goldman added, FCC files them for review, and the complaints are taken into consideration when a station applies for renewal of its license. A series of complaints might show, he explained, that a station was not serving the best interests of the public. Out-and-out obscenity, for example, would result in cancellation of a station's license.

Asked by Mr. Harrison to describe FCC's activities in connection with television, Mr. Goldman said the authority of the Commission over TV is identical with its controls over radio. It has no authority to censor either radio or TV, he said, but pointed out that licensees are responsible for what they permit to be broadcast or telecast and that FCC has the power to revoke licenses.

Questioned concerning what FCC's attitude might be if the Pennsylvania State Board of Censors complained that a TV picture was used which had not been approved by the board, Mr. Goldman said he thought FCC might suggest that the board take the matter up with Pennsylvania's Attorney General for prosecution in a Pennsylvania court.

Among witnesses testifying at Monday sessions of the hearing were two network executives, William B. Lodge, vice president in charge of general engineering for CBS, and Joseph A. McDonald, vice president, secretary and general attorney for ABC.

Mr. Lodge described TV in layman's language, pointing out that video is unhindered by a state line and that the plaintiffs' stations (with the exception of WGAL) transmit signals beyond the borders of the state. He replied "no" to Mr. Harrison's questions: "Can service be restricted to Pennsylvania?" and "Can broadcasts outside be excluded from Pennsylvania?"

Mr. McDonald emphasized the tremendous effect enforcement of a ruling that films be submitted for censorship before showing would have on network operations. He said network operations not only would be impaired, but programs would have to be set farther in advance than is practical, acceptance by advertisers would be reduced, stations would not be able to produce satisfactory material quickly, and additional expense would be entailed. It takes time, he explained, to process and distribute films, and imposition of censorship would make servicing of a network's affiliates difficult.

Network Witnesses

Tuesday witnesses also included network representatives—Stanley Parlan, NBC director of film production; M. Roy Kelly, manager of NBC's kinescope division and assistant manager of the network's film division, and James L. Cadigan, director of TV for Allen B. DuMont Labs and former manager of Paramount Pictures film department. Other Tuesday witnesses were: Dr. Leon Levy, WCAU WCAU-TV president; Roger Clipp, WFIL WFIL-TV general manager; Donald Stewart, general manager of WDTV; John U. Reber, of J. Walter Thompson, New York, and Warner S. Shelly, vice president of N. W. Ayer & Son, Philadelphia.

To a query by Judge Kirkpatrick as to which category of film would be most interfered with if delayed five to seven days during the process of censorship, Mr. Parlan said every type of film comes in one or two days before a broadcast and must still be edited. There would always be the danger of not getting the film back in time for the broadcast.

Mr. Kelly pointed out that NBC has kinescope recording facilities in New York only and that 28 stations are taking NBC recordings. A two-week interval occurs between live broadcasts and recordings because of servicing and deliveries. On sustaining programs, said Mr. Kelly, it would be

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RADIO and television auctions conducted by WBAL WBAL-TV Baltimore, Md. [BROADCASTING, May 2], drew over $25,000 for the American Cancer Society At close of TV auction, Leslie Peard (l), assistant to the manager, and Harold Burke, general manager, congratulate Nick Campofreda (r), master of ceremonies, and George P. Mahoney, general chairman of the Cancer Fund for their efforts during campaign, WBAL and WBAL-TV contributed their facilities.

KGO-TV DEBUTS

With Bright Lights, Fanfare

DEBUT of KGO-TV, ABC's television outlet in San Francisco, was a gala event [BROADCASTING, May 9].

It was heralded by bright lights and fanfare in the best Hollywood tradition. But it also was heralded by sober-minded religious, civic and business leaders who see television as much more than a novel, attractive entertainment medium.

Political leaders throughout California sent congratulatory messages to KGO and ABC. Business and advertising executives commented on the unlimited possibilities of television in the economic life of a community. And religious leaders saw television as a powerful new medium for bringing religious teaching into American homes, for cementing family relationships and for bringing the peoples of the world closer together.

Lay televiewers and professional TV men alike agreed that the KGO-TV signal was one of the clearest and brightest yet seen on the West Coast. The premier program was picked up steadily throughout the evening on television screens as far away as Reno, Sacramento and Salinas.

NTFC HEADS

Mitchell, Evans Named

JOHN MITCHELL, sales manager of United Artists Television Films, and Ed Evans, director of film relations, WPIX (TV) New York, have been named to head National Television Film Council committees.

Mr. Mitchell is chairman of the group's distribution committee, replacing Myron Mills, television director of Equity Film Exchanges, who has been transferred to Washington. Mr. Evans succeeds Gus Ober, former film director of WMAR-TV Baltimore, as station committee chairman. Mr. Ober has transferred to WMAR-FM. Mr. Mills and Mr. Ober remain members of their respective committees, and of the NTFC board of directors, to which they were elected.

NTFC also announced plans to arrange a series of quarterly day-long forums, during which committee chairmen will conduct discussions in their respective fields. Burt Balaban, film director and NTFC vice president, will head committees and arrangements for the sessions. The first is scheduled tentatively for June 30, NTFC's first birthday. Quarterly daytime conclaves will be climaxed by regular membership meetings at night.

The next monthly meeting of the council is scheduled for Thursday evening May 26 at New York's Brass Rail restaurant. A "prominent speaker," as yet unannounced, will address the group, and general business will be discussed. Meeting is open to public.

PARTICIPATING in the KGO-TV dedicatory show are (l to r): San Francisco City Attorney Dion Holm, representing Mayor Elmer Robinson, KGO General Manager Gayle V. Grubb, Rabbi William Stern, Archbishop John J. Mitty, Episcopal Bishop Karl Morgan Block, ABC Executive vice president Robert E. Kintner and ABC vice president Robert Hinckley. The 15-minute dedicatory program was staged in the KGO-TV studios at Mt. Sutro.

ASCAP PARLEYS

Licensing Agreement Meet Set

By BRUCE ROBERTSON

REPRESENTATIVES of the TV networks and ASCAP will sit down together early this week, possibly today although that was not definite late last week, to try to work out licensing agreements covering the use of ASCAP music on network video programs.

Following the breakdown of negotiations between ASCAP and an NAB TV committee the previous week [BROADCASTING, May 9], ASCAP last week sent invitations to the TV networks—and subsequently to individual TV station operators—to negotiate independent licenses. The networks accepted promptly in an effort to find some means for the continued use of ASCAP music on their TV shows.

Members of the network negotiating committee:

Mark Woods, ABC president; Theodore C. Streibert, chairman of the board of Mutual; Charles R. Denny, NBC executive vice president; Joseph Ream, CBS executive vice president; Mortimer Loewi, director of DuMont Network.

Hope was expressed that some means will be found to secure either short-term contracts or, more probably, an extension of ASCAP's temporary license. Present license expires at midnight May 31.

However, TV broadcasters are necessarily preparing for the eventuality that a break may occur June 1. Networks are seeing to it that no program after May 17 uses ASCAP music if the program is to be kinescoped for delayed broadcast on stations not interconnected by coaxial cable or radio relay circuits for simultaneous telecast with the originating stations. Reason for the early curtailment of this music on these programs is that kinescopic delayed broadcasts customarily are scheduled for two weeks after the live performance.

Breakdown of the NAB-ASCAP negotiations, which had been going on since February, was due to two primary causes, according to Robert P. Myers, NBC assistant general attorney and chairman of the NAB TV music committee.

First is the excessive cost which the proposed ASCAP terms would entail for TV broadcasters, which the present red-ink state of TV operations would make extremely onerous for the video broadcasters. Mr. Myers said a quick estimate indicates that the failure of the ASCAP proposals to allow for TV deductions comparable to those given sound broadcasters would require from the TV industry—networks and stations combined—a total payment about 22 times that which the standard radio broadcasters would make for comparable gross billings.

Second cause of disagreement, he said, is the "special use" situation which requires the broadcaster to get special permission from ASCAP for a video performance of any ASCAP tune which involves the use of costume, scenery, dialogue or dance routines, for example, and to pay a special fee for each special use of that nature. Although ASCAP has offered to set a maximum of 20% over its proposed blanket license fee for these special uses, and to permit them to be rebated later, without advance arrangements, Mr. Myers said that the NAB committee felt that it could not accept this principle of special licenses and special extra fees.

Situation Complicated

Explaining that the situation is extremely complicated, Mr. Myers pointed out that under ASCAP's agreement with its members, who have authorized the society to handle their TV rights until Dec. 31, 1950, not more than two numbers from a production (stage show or movie) can be used on any TV program. Furthermore, if one of those numbers is used under a station or network blanket license, ASCAP is unable to license the second number for special use. Such restrictions are just not practical operating procedure for video producers, he said.

Analyzing the ASCAP proposed blanket license proposal (see table), Mr. Myers noted that the differential between network and local station fees in ASCAP'S sound broadcasting contracts is not included in the TV license. The individual station sound broadcasting blanket commercial license calls for ASCAP fees of 2¼% of time sales; the network license for 2¾%, whereas in TV 2¾% is the basis for both station and network licenses.

Furthermore, he noted, the ASCAP radio commercial licenses allow both the 15% agency commission and the 15% sales expense to be deducted from the gross sales in computing the music fees. But in TV, the station is allowed the second 15% deduction only if that sum is actually paid to its representative, and the network is not allowed it at all. That means extra

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PROPOSED ASCAP TV BLANKET LICENSES

LOCAL COMMERCIAL

General	Special
2¾% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) not in excess of 15% commission actually paid to national spot representatives.	Option: (1) Clear and negotiate in advance fees which shall not exceed 20% of combined local commercials and sustaining fees; or a flat 20% of combined local commercial and sustaining fees—no negotiation in advance of program—station to report special uses after broadcast.

NETWORK COMMERCIAL

2¾% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) cost of interconnection not in excess of 5% of gross.	Clear and negotiate in advance fees which shall not exceed 20% of combined network commercial and sustaining fees.

LOCAL SUSTAINING

12 times the highest half-hour rate per year.	No additional fees. Covered by blanket commercial special fees.

NETWORK SUSTAINING

12 times the highest half-hour rate per year except that as to affiliates having a local blanket sustaining license no network sustaining fee would be paid. If a station carries programs of more than one network, the fee would be split between the networks.	No additional fees. Covered by blanket commercial special license fees.

Note: Co-ops would be considered network programs.

NBC BALKS

Refuses to Recognize RTDG As TV Directors' Agent

NBC refused last week to recognize Radio and Television Directors Guild as the collective bargaining representative for the network's 38 television directors, associate directors and floor managers.

That was the upshot of a meeting Monday at NBC headquarters in New York. Following the session, RTDG called a meeting of the NBC television members last Wednesday. Decision was then taken to throw the whole problem before the New York local's membership at a special meeting May 23.

Management took the position that television directors were part of management itself.

A network spokesman said the television director was different from an AM director—being an executive with more powers and control and having under his jurisdiction an enormous number of employes.

"We feel the television directors . . . are not properly a group to bargain with," said the network spokesman. "It would be like management bargaining with management."

At the Monday meeting, which RTDG requested, the union members came prepared with proposals for a basic minimum agreement. These proposals were not presented after the management stand, it was said.

In the proposals, it was learned, the union intended to ask for $200 weekly for directors and $150 weekly for associate directors and floor managers.

★

These demands also were those first made of ABC-TV. There, too, RTDG was refused recognition, and a deadlock ensued in which a strike threatened [BROADCASTING, Nov. 20, 1948]. Finally a settlement was reached. A contract recognized the directors, who were paid $120 weekly, $125 after six months and $130 after nine months, and the associates and floor managers, who were to be paid $80 weekly, $87.50 after six months and $95 after ten months.

NBC is said to regard the ABC matter as not binding on its negotiations with RTDG. It expects to fight RTDG on the ground that management's theory as to the supervisory nature of TV directors' duties is correct.

Robert Lewis Shayon, president of the New York local of RTDG and himself a CBS director, issued a statement in which he said the NBC stand was not unexpected. The Guild is "ready, willing and able to take immediate steps to secure what it considers its proper and reasonable demands," he said.

To the NBC argument that TV is different from AM and requires different policy, Mr. Shayon responded:

"The guild feels the pattern of RTDG representation for directors in AM and TV is a fixed landmark in the industry and that NBC has no valid argument for exempting its TV operations from this pattern. Guild feeling, further, is that NBC is starting out by trying to give RTDG the old runaround. It wants to see some muscle and will shortly."

The RTDG has AM contracts with the four networks in New York, Chicago and Hollywood and TV contract with CBS and ABC. It currently is negotiating with advertising agencies and package producers for a national freelance contract, in which NBC is also represented.

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE

TELEVISION FILM

FOR ONLY $150.00

35 MM 16 MM

Additional prints at low cost!

Price Includes

- Artful production
- Animated tricky titles
- Effective illustrations
- Sound on film (consists of off-screen voice and music)

★

Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money

Write or Phone . . . .

Filmack Trailer Co.

1327 S. Wabash Ave . . . CHICAGO

Phone Harrison 7-3395

TV CIRCULATION

Beville Cites N.Y. Figures

NUMBER of TV sets in a 40-mile radius of New York now exceeds the circulation of *The New York Times*, Hugh M. Beville Jr., NBC director of research, said Wednesday.

Addressing Arno Huth's class in Mass Media and International Relations at New York's New School for Social Research, Mr. Beville said that as of May 1 it was estimated there were 600,000 video sets in the New York television service area.

Noran Kersta, vice president in charge of radio and television for William H. Weintraub & Co., New York, who spoke at the same class session, predicted that with the development of coast-to-coast TV network facilities, radio networks may change from national to regional hook-ups. The national advertiser will probably use TV where he can, Mr. Kersta said, and radio —either spot or regional network —to fill in the areas without TV service.

NABUG PROTEST

Chicago Division Supported

PROTEST by the Chicago division of NABUG (National Assn. of Broadcast Unions and Guilds) over AT&T's curtailment of daytime television traffic on the west-east coaxial cable has been supported by the national and New York councils of NABUG.

Those two councils sent a letter to FCC Chairman Wayne Coy urging FCC remedial action in the matter. They charged the AT&T with "strangling of program originations in cities west of New York" and with reducing employment opportunities of NABUG members in Chicago. A somewhat similar letter was sent to Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee" The letter said the AT&T action was prompted "solely by the interests of monopoly control."

ABC-TV ADDS ONE

WHEN (TV) Is New Affiliate

WHEN (TV) Syracuse has become an affiliate of ABC-TV, the network announced last week.

The station, which is also affiliated with CBS-TV and DuMont, is a metropolitan class outlet, operating on Channel 8, and is owned by the Meredith-Syracuse Television Corp. Paul Adanti is manager.

Signing of the Syracuse station brings to 28 the number of ABC television affiliates. These added to ABC's owned and operated video stations, constitute a network of 33 stations, of which 22 are on the air.

Guy Heads TBA Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering, has been appointed chairman of the engineering committee of Television Broadcasters Assn., J. R. Poppele, president, announced last Wednesday. Mr. Guy succeeds F. J. Bingley, chief television engineer of the Bamberger Broadcasting Service, committee chairman since 1944.

Mr. Guy

BALABAN VIEWS

TV as Movies' 'Companion'

"TELEVISION may turn out to be our companion rather than our antagonist," Barney Balaban, president of Paramount Pictures Inc., stated last week in firm's annual report for the past fiscal year.

He said that "as a motion picture company we have pioneered in the development of television" and have developed "a system of large screen television which enables us to photograph the image from a television receiver and project it on a large screen within 40 seconds of the occurrence of the event which is portrayed."

The Paramount executive added that this is "a most interesting and important process and one which could be taken into account in considering the relationship between television and the motion picture theatre."

Paramount for the year ended Jan. 1 reported net earnings of $24,357,102, compared with $31,440,477 for previous year. Part of drop was accounted to repurchasing by firm of common stock in hands of public. Paramount owns KTLA (TV) Hollywood and WBKB (TV) Chicago through subsidiary firms and has 29% interest in Allen B. DuMont Labs, TV network operator, station owner and applicant in several cities.

Meanwhile Warner Bros. has taken FCC to task for failure to act on its TV applications and has withdrawn its request for a new station in Chicago [BROADCASTING, May 9]. Warner also has reported it's giving up its plans to enter the field of television film production, a venture which might have involved some $50 million. Warner would go through with last request pending at FCC if action is made before Aug. 1. Firm has contract effective to that date to buy KLAC-AM-TV Los Angeles and KYA San Francisco for $1,045,000 from Mrs. Dorothy Thackrey.

NRDGA MEETING

Program Plans Announced

THE 1949 convention of the National Retail Dry Goods Assn. will be held at Chicago's Hotel Stevens from June 26 through June 28. Preliminary program plans were announced last week.

Of particular interest to the television industry is the planned joint session on video, to be held June 28 during which techniques on use of the new medium for sales promotion will be discussed. Details on speakers and participants in the discussion will be revealed next week.

WESTINGHOUSE Home Radio Div., Sunbury, Pa., has announced twin TV consolette models with 10 or 12 inch tubes in identical mahogany cabinets. Model H-226 (12 inch) retails for $449.95; model H-225 (10 inch) retails for $369.95.

1st ON THE AIR IN SAN DIEGO!

kfmb-tv

ABC-TV AFFILIATE · Channel 8

On the Air — Monday, May 16th — 6 Days Weekly!

What an Eye-ful for California's 3rd Great Market! 5,000 TV Receivers already Installed in the Area!

Operating 23 KW Effective Radiated Power with Antenna *750 Feet* Above Average Terrain — This Means Nearly 700,000 Potential Satisfied Televiewers Are Yours With San Diego's Best-liked, Best Promoted Call Letters.

Wire, Phone or Write for Availabilities . . .
Fully Equipped with Facilities to Serve All Advertisers.

Owned and Managed by JACK GROSS
Operating KFMB, KFMB-FM, KFMB-TV San Diego, Calif.

Represented by
The Branham Co.

FILM SPOTS were projected directly onto movie screen encased in television set cabinet to create illusion of actual reception at Telescriptions exhibit at recent Washington TV exposition. Processes used in creating and producing 20-second and 1-minute animated TV commercials were demonstrated by Ed Hopper (l) and Norman Dulin, producers of the film spots.

TV AD MONEY

Most of It Is Added To Budgets—Wagner

PROOF THAT most television advertising money is "new money" added to advertising budgets is contained in an analysis of TV budgets and accounts made by Sidney N. Wagner, director of statistical analysis of Broadcast Music Inc. A survey of 184 TV advertisers indicated that 77.6% used "new" money in their television advertising and that 11.5% used money formerly invested in other media.

Of this 11.5% who said that they had used money formerly used in other media, about half (54.8%) said that this money came from radio budgets; 35.7% said it came from their newspaper budgets, and 9.5% indicated that it had come from magazine advertising appropriations.

Mr. Wagner asked the advertisers to indicate what percent of their total 1948 advertising budget was now going into television. About half said their appropriation was less than 5% of their total budget, and 80% said less than 15% of their budget was being used for TV advertising.

The average advertiser answering the questionnaire said his TV budget ran for five months in 1948, and 50% of those who answered said their total budget for the year was less than $7,500. About one-fifth of all respondents said their TV budgets were less than $500 during the 1948 period.

Of the 184 replies, about 80% were radio users, and 20% were entering the broadcasting-telecasting field for the first time when they bought TV time.

Advertisers were asked why they used TV; only 17.5% said they used it as a straight selling tool. However, 27.1% said they were using it to gain experience with TV for future uses, another 11.4% used it for its demonstrative ability. More than one-fourth (28.9%) said they used it for prestige and publicity.

Sixty-three percent of those who used TV in 1948 said they were satisfied with it and were planning to continue its use in 1949. Another 21.3% had not yet decided whether to continue with their TV usage and 14.8% said they were through with TV advertising for the present time and were not contemplating 1949 expenditures.

Of those who said they would drop TV in 1949, about half (47.6%) said they were doing so because it was too expensive in relation to results. Another 19.1% said that the audience was too limited. Only 9.5% said that TV was not suitable to their product.

The survey also covered program choices and use of commercials by advertisers.

FOR SMART TELEVISION COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO VARIETIES CORPORATION

OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

Film Report

Joseph V. Noble, former production manager of **De Frenes Film Studio**, Philadelphia, has been named general manager of **Murphy-Lillis Inc.**, New York, producers of television and industrial films. He will coordinate sales and production activities. Murphy-Lillis produces films for **Liggett-Myers, Bates Fabrics, Firestone Tire & Rubber** and **Reynolds Metals.**

Atkins-Gilbert Inc., Hollywood, is producing series of six one-minute films for **De Forrest Training School**, Chicago, for national distribution . . . **Mini Films Inc.**, Los Angeles, newly formed organization, will produce 16mm nontheatrical and one minute television films. **Sol Dolgin**, formerly with **Eagle-Lion Studios** is president. **Benny Ross** is vice president in charge of production . . . **Telefilm Inc.**, Hollywood, reports reshaping its 10 minute *Erskine Johnson in Hollywood*, as 15 minute format. Interest in longer version evidenced by several national advertisers. Telefilm 10 minute *Roving Camera* series to be telecast via WKRC-TV Cincinnati and WFBM-TV Indianapolis . . . **RCA Victor** dealers, Cincinnati, sponsoring *Telenews* on WLWT (TV) Cincinnati.

Bank Signs Film Series

First Wisconsin National Bank, Milwaukee, has signed contract for 20-minute *Telenews Digest*, to be broadcast Sunday nights over WTMJ-TV Milwaukee. Agency: **Marvin Lemkuhl**, Milwaukee.

James H. Mills has joined the **Princeton Film Center**, New York, in charge of sales to foundations, public relations, religious and educational organizations. He will act as sales consultant for the production of special purpose and documentary motion pictures for these organizations. Mr. Mills' headquarters will be Princeton Film Center's New York sales offices at 625 Madison Ave. . . . *The Price of Freedom*, 23 minute film designed for the 16mm circuit as well as for the general television field, will be released the latter part of this month. Produced by **Apex Film Corp.**, Los Angeles, the film is sponsored by **National Assn. of Manufacturers** . . . When Boston big league baseball runs overtime and into the regularly scheduled Sunday *Shawmut Home Theater* period, WBZ-TV will telecast full length motion picture of the game at 10 o'clock in the evening.

Imppro to Film Shorts

Imppro Inc., Los Angeles, will film series of 13 television shorts ranging from one and one-half to seven minutes to be leased on yearly basis at $25 a film. Based on public service, subjects will deal with safe driving, forest fire prevention, church attendance and similar themes . . .

Ambassador Films is making a series of 13 11-minute television motion pictures called *Opera Without Makeup*, **President Eugene Sharin** announced. Series is being shot in Vienna, where Mr. Sharin completed a group of film concerts featuring **Vienna Philharmonic Orchestra**, which CBS-TV is handling. He also brought back from Vienna a series of three-minute short shorts starring the Vienna Philharmonic . . .

Coronet One-Reeler

Coronet Instructional Films, Chicago, is producing one-reel [10-11 minutes] films at the rate of six monthly in both black and white and color for sale to sponsors in a possible group of 52 to be telecast as a package on 25 stations. Firm has a backlog of 211 films, all on has a backlog of 211 films, all on educational . . . **Vogue-Wright Studios**, same city, is producing one-minute open-end spots, using live action and sound-on-film, for **Walgreen Drug Stores, Salerno-Megowen Biscuit Co., Spiegel's** mail order firm and **Congress Cigar Co.** [La Palina Cigars] under supervision of **Visual Education Director George T. Becker.**

Sarra Inc., Chicago, is releasing this week two series of 20-second spots and one series of one-minute spots for **Miller Brewing Co.'s** High Life Beer to be telecast on WJZ-TV New York and WTMJ-TV Milwaukee, primary stations, and other selected TV outlets. More than 20 Chicago-area locations were used, along with complex indoor scenes which included an Alpine hut set and a moon on which Miss Miller High Life sits . . . Open, close and middle commercials for **United Wallpaper Co.**, produced by the **Atlas Film Co.**, Oak Park, Ill., took the air Tuesday in New York and Wednesday in Chicago in conjunction with the firm's sponsorship of the 15-minute film *Paradise Island*. Same show will be telecast in Cleveland and Philadelphia.

Post for George

George L. George, academy award winner for his film, "Toward Independence," will handle television trade news for *The Screen Director*, organ of The Screen Directors Guild. Mr. George is with **Tele-Art Films Inc. Lloyd Durant, R.K.O.-Pathe Inc.**, who previously was reported handling television trade news, will be in charge of committee and membership news. Guild President **Jack Glenn**, who supervises the publication, has set up an editorial board to insure its regular appearance even when key members are ill or away on location . . .

WBAP-TV's TELEVISION, TEXAS STYLE

VARIETY—"Saturday Night Square Dance"

MUSIC—"Flying X Ranchboys," Life photographer at right.

REMOTES—"Texas League Baseball, Wrestling and others"

FASHION—"Fashion Reflections"

Styled and Produced by Texans

In the April 11 issue of Life Magazine, a three-page spread was devoted to WBAP-TV programming, which is as Texan as the Alamo. "Saturday Night Square Dance" and "Philco's Flying X Ranchboys," pictured above, were a part of this Life feature.

Of course, WBAP-TV programs include every phase of video entertainment. But most important of all—they are produced and styled by Texans who know what Texans like in television.

The Southwest's No. 1 television Market (Fort Worth-Dallas) is booming—9,200 sets as of May 1. A program built to fit your individual needs is available on WBAP-TV, the Southwest's **first** television station.

DRAMA—"TV Drama Workshop"

WBAP
THE STAR-TELEGRAM STATION
SPACE 1922
FORT WORTH 2, TEXAS

AM FM TV

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. National Representatives
Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

Telestatus

Analysis of Sponsors April 3-9
(Report 59)

COMPLETE time analysis of television sponsorship for April shows that network programs account for nearly two-thirds of all commercial telecasting. Total time bought by spot, local and network advertisers for the sample week of April 3-9 was 927 hours, 49 minutes, of which about 600 hours was network time. (See chart.)

Expenditures for TV advertising are estimated at $2,623,478 in April. The cumulative total for the first four months of 1949 is $7,904,239. Of the April total, $1,113,794 is network, $951,029 is spot advertising, and $558,655 is local-retail.

These figures were compiled from the April issue of the *Rorabaugh Report on Television Advertising*, a monthly publication of the N. C. Rorabaugh Co., New York. The report includes data for 59 operating TV outlets in 32 markets.

Spot and local advertisers split about 50-50 on the remainder; 291 spot advertisers bought 163 hours, 43 minutes of time; 877 local advertisers bought 164 hours, 39 minutes of video time. All in all, there were 1,225 accounts using television in April, 57 of them network accounts.

Total sponsored TV time increased from 803 hours in March to 927 hours in April. This is more than double the total sponsorship of six months ago. Some of this can be accounted for by the fact that the number of outlets has increased by 22 since that time. Four new stations reported in April, and there were nearly 200 new television advertisers in the month. (See Table I.)

Seven network advertisers began TV sponsorship: Bell & Howell, with *Action Authographs* on five ABC outlets; Canada Dry Ginger Ale Co., *Super Circus*, a half hour show (ABC) on 10 stations; Chesebrough Mfg. Co. started sponsorship of *Greatest Fights of the Century*, five minutes following the Gillette fight broadcasts on 12 stations (NBC); Crosley Div. of Avco Mfg. Co. sponsors *Who Said That* on 30 stations, NBC, Saturday nights; the Ford Dealers of America started an experimental show, *Through the Crystal Ball*, with Jimmy Savo, on 22 outlets, CBS, for a half hour; B. F. Goodrich Co. sponsors *Celebrity Time* on ABC over nine stations for a half-hour Sunday night.

These are all solid shows that have added many hours to the network side of television sponsorship.

Spot accounts increased by 24 and 166 new local advertisers bought video time during the month.

Top TV Markets

New York passed the 200 mark in number of TV advertisers during April. Of this total 56 were network, 88 spot, and 62 local accounts. It was an increase of 28 in total advertisers for the month. Nine markets showed more than 100 accounts in April. They were, in order: Philadelphia, 180; Los Angeles, 167; Baltimore, 152; Washington, 143; Chicago, 132; Detroit, 127; Buffalo, 110 (a one-station market); and Boston, 103.

Leading in the local advertiser field was Los Angeles, which boasted 115 local advertisers on its six stations. Philadelphia's three outlets have sold TV time to 71 local advertisers; Washington and Baltimore each showed 63 local accounts during April. New York's six stations have 62 local accounts.

Most popular spot advertising market is New York, with 88 advertisers. The next best in this field is Chicago, with 50 spot users.

Greatest over-all increase was in Los Angeles and Chicago with 39 and 35 additional accounts in April. Only one market, New Orleans, showed a net drop in number of accounts, and there it was a drop of only two.

Dayton and Erie were added to the list of reporting markets in April. Erie's WICU, the now-famous TV outlet that was given a picture spread in *Life*, started its reporting with 20 accounts.

Food Advertising is Tops

More of TV's advertisers are in the food product group than in any other major advertising group. There were 169 such accounts in April, 99 of them local, 64 spot, and 6 network. Next-ranking in this line-up are the radio and television dealers and manufacturers, apparel and automotive accounts.

In the local-retail field, the top ranking television users were radio and TV dealers; 122 bought TV time. Automobile dealers and service stations, and apparel stores were next with 107 and 106 accounts respectively.

Most frequent users of spot TV were the beer and food accounts. Beer companies were opening up heavily in TV sponsorship of sporting events as the baseball season began. Sixty-eight beer and wine companies used spot TV during April, and 64 food companies. No other product groups approached this total in spot—the nearest being confectionery and soft drinks group, which number 19 accounts.

TABLE I
TV ACCOUNTS WEEK OF APRIL 3-9

Month	Markets	Stations	Advertisers: Network	Spot	Local	Total
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225

* * *

TABLE II
ADVERTISERS BY MARKETS

Market	No. of Stations	Net	Spot	Local	April Total	March Total	Gain or (Loss)
Albuquerque	1	1	1	1	4	4	—
Atlanta	2	13	15	23	51	43	8
Baltimore	3	52	37	63	152	129	23
Boston	2	49	31	23	103	84	19
Buffalo	1	33	25	52	110	91	19
Chicago	4	44	50	38	132	97	35
Cincinnati	2	15	32	26	73	48	25
Cleveland	2	46	21	21	88	68	20
Dayton*	2	10	6	1	17	—	17
Detroit	3	47	39	41	127	102	25
Erie*	1	8	4	8	20	—	20
Ft. Worth-Dallas	1	13	14	10	37	28	9
Houston	1	6	10	8	24	18	6
Los Angeles	6	23	29	115	167	128	39
Louisville	1	14	14	6	34	26	8
Memphis	1	12	10	24	46	43	3
Milwaukee	1	34	22	43	99	85	14
Minn.-St. Paul	1	10	12	6	28	22	6
New Haven	1	22	16	13	51	36	15
New Orleans	1	13	17	7	37	39	(2)
New York	6	56	88	62	206	178	28
Philadelphia	3	55	54	71	180	149	31
Pittsburgh	1	26	12	24	62	44	18
Richmond	1	32	10	5	47	40	7
Salt Lake City	1	11	7	25	43	32	11
San Francisco	1	11	13	10	34	29	5
Schenectady	1	33	8	21	62	46	16
Seattle	1	10	11	12	33	31	2
St. Louis	1	32	18	12	62	49	13
Syracuse	1	5	4	10	19	11	8
Toledo	1	26	10	32	68	63	5
Washington	4	53	27	63	143	120	23

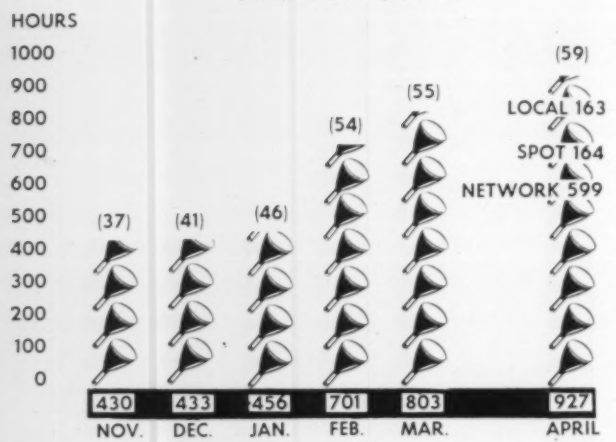
NOTE: Advertisers who bought both network and spot time are counted twice in the total columns. Network advertisers sponsoring more than one show in a given market are counted once in the "Network" column.
*** Reported for first time in April.**

* * *

TABLE III
TV ADVERTISERS BY PRODUCT GROUPS

Product Group	Network	Spot	Local	Total
Agricultural	—	—	—	—
Apparel	6	18	106	130
Automotive	8	9	107	124
Aviation	—	—	—	—
Beer & Wine	2	68	6	76
Building Materials	—	8	26	34
Confectionery & Soft Drinks	2	19	15	36
Consumer Services	—	2	59	61
Drugs & Remedies	3	6	3	12
Entertainment	—	—	20	20
Food	6	64	99	169
Gas & Oil	3	7	7	17
Horticulture	—	—	6	6
Household Equipt.	3	12	78	93
Household Furnishings	2	7	45	54
Industrial Materials	—	—	1	1
Insurance, Loans & Banking	1	3	29	33
Jewelry, Optical Goods & Cameras	1	4	22	27
Office Equipt.	—	3	2	5
Publishing & Media	—	4	18	22
Radios & Television	7	13	122	142
Retail (General)	—	—	45	45
Smoking Materials	6	8	1	15
Soap & Cleansers	1	12	1	14
Sporting Goods & Toys	1	4	19	24
Toiletries	5	9	3	17
Transportation	—	5	8	13
Miscellaneous	—	6	29	35
Totals	57	291	877	1225

SPONSORED TV TIME
(Nov., 1948 to April 1949)



*NUMBERS IN PARENTHESES SHOW TOTAL STATIONS ON THE AIR IN THAT MONTH.

APRIL FIGURES are shown in three-way breakdown for local, spot and network purchases of time. Total hours of time for each month are shown in bar at bottom of chart.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

More results on WMAR-TV in Maryland!

TV Success Story

GLOBE BREWING COMPANY

327 S. HANOVER ST.

On April 4th we introduced Arrow 200th Anniversary Beer. That evening, the first televised announcement of the new beer was made on "Arrow Fight Night" on WMAR-TV. Our beer has always enjoyed wide acceptance, but the demand for Arrow 200th Anniversary Beer exceeds all previous records by far. We attribute a goodly portion of the instant and tremendous demand for our new product to the television program and "spot" announcements on WMAR-TV.

FRANCIS D. McNAMARA

☆

Advertising Placed By
JOSEPH KATZ CO.
8 SOUTH ST.
BALTIMORE, MD.

TV Success Story

TELEVISION COMPANY OF MARYLAND

115 W. Fayette St.

We firmly believe that the growth of the Television Company of Maryland has been materially assisted by the advertising we carry on WMAR-TV. THE RESULTS HAVE BEEN AMAZING . . . as high as eight customers in one day as the result of a single Spot carried on WMAR-TV is just one of our pleasant experiences. Television advertising has definitely sold television sets for us. We are very happy with WMAR-TV.

MILTON RABOVSKY

☆

Advertising Placed By
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

ARCHWAY MOTORS

500 N. HILTON ST.
at Edmondson Ave.

WMAR-TV has proven itself to be our most valuable advertising medium.

Archway Motors started on WMAR-TV with spot announcements. The results obtained from these spot announcements prompted us to buy a 15-minute program once a week.

Again WMAR-TV paid off and effective April 18, 1949, Archway Motors will sponsor The Television Scoreboard, 5 nights a week. WMAR-TV has earned our increased patronage because it has produced direct results for us.

ARCHIE ABRAMSON

☆

Advertising Placed By
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

PAUL'S Jewelery & Optical Store

3310 Eastern Ave.

We have been in business for thirty-five years and never during that period has any advertising that we have done attracted as much attention or caused as much comment as our television spots on WMAR-TV. Naturally, we are pleased with the results and will continue with WMAR-TV—in fact, on a more extensive basis than at present.

J. M. PAUL

☆

Advertising Placed By
MAHOOL ADVERTISING INC.
12 East Lexington St.

These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

LOOKING FOR SOMETHING IN OGLE (Ky.)?

If you're peering into your sales picture in Kentucky, and eyeing towns like Ogle (Ky.), then Mister, we suggest more than an oculist — we suggest a Census Specialist. Our State's scattered towns don't have the people *or* the dough to cure astigmatism of the sales curve!

At WAVE, we focus *perfectly* on the Louisville Trading Area. This 27-county area is a real eyeful — has a Net Effective Buying Income of *over a billion dollars*, and a standard of living *45% higher* than the rest of the State. And all of it within WAVE's primary purview!

So why not stop squinting, and let us give you 20-20 vision?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

WTVN(TV) SITE

Plans Labor Day Opening

WTVN(TV) Columbus, Ohio, has signed a long term lease on the LeVeque Lincoln Tower Bldg., Columbus, to be used for offices, studios and transmitting equipment. Announcement was made jointly by Edward Lamb, president of Picture Waves Inc., WTVN operator, and Gordon S. Macklin, president of the company operating the building. New video station, which will cost about $300,000, is now under construction and is scheduled to be in operation by Labor Day, Mr. Lamb said.

Tower, antenna and microwave relay facilities of WTVN will be erected on the roof of the building, with the antenna rising 633 feet above street level. Transmitting and studio facilities will be located on the 46th and 47th floors and office and commercial operations on the 37th floor. The station will take possession of the building space in less than a month, Mr. Lamb stated. He added that delivery of transmitting equipment is expected by July 20 and test patterns will begin in mid-August.

WTVN has signed to carry programs of the DuMont television network and is negotiating with another network now for programs, Mr. Lamb said. Mr. Lamb, publisher of the Erie (Pa.) *Dispatch-Herald*, owns WICU(TV) Erie and WTOD-AM-FM Toledo, Ohio. George Jacobs, who set up WICU, will be chief engineer of WTVN and has already moved to Columbus to work on the station. He was with RCA for 10 years as a designer of studio and transmitter equipment and previously was with WBAL Baltimore. WTVN will operate on Channel 6 (82-88 mc).

KTSL(TV) SPORTS

Sells Two Fight Shows

TWO sales of weekly sports events have been closed by KTSL (TV) Hollywood, outlet of Don Lee Broadcasting System. Robert B. Hoag, sales manager, made the announcement.

Camel cigarettes contracted for the weekly boxing matches aired each Friday night by the station from the Hollywood Legion Stadium. Sponsorship, which is expected to get underway in June, calls for 52 weeks through William Esty Co., New York.

Five Buick dealers have cooperatively agreed to sponsor the weekly wrestling matches, aired by KTSL, also from the Hollywood Legion. Contract calls for 52 weeks starting May 16, through 20th Century Advertising Co.

PAUL WHITEMAN received on May 6 a plaque from *TV Digest*, Philadelphia magazine, for his outstanding achievements on behalf of American youth in organizing the Paul Whiteman *TV-Teen Club*, heard Saturday nights on WFIL-TV and ABC-TV.

LOOKING OVER plans for ABC Hollywood Television Center in old Warner Bros. Vitagraph Studios is Robert E. Kintner (l), executive vice president of network. ABC executives standing by are (l to r) Philip G. Caldwell, Western Division manager of technical operations; Frank Samuels, manager of Western Division; Frank Marx, vice president in charge of engineering.

CTC ELECTION

Harvey Succeeds Stirton

GEORGE HARVEY, sales manager of WGN-TV Chicago, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds James Stirton, general manager of ABC's Central Division.

Mr. Harvey will serve a one-year term, as will the other new officers —Russell Tolg, radio program director, BBDO, vice president; Evelyn Vanderploeg, timebuyer, Schwimmer & Scott, secretary, and Kay Kennelly, timebuyer, Olian Advertising, treasurer.

The directors, with the divisions for which they are chairmen, are Harold Stokes, program manager of WENR and WENR-TV (ABC), programs; E. S. Quinlan, promotion manager, WBKB (TV), publicity and promotion; Gerald Vernon, coordinator of TV sales at WENR-TV, membership and rules, and Robert Salk of the Katz Agency, research and library.

The election marked the council's first anniversary.

RTDG SLATE

N.Y. Local Nominees Listed

BALLOTS for election of officers of the New York local of the Radio and Television Directors Guild were mailed last week. Voting can be done either by mail or in person at an election meeting to be held June 6.

The nominees:

President—Kenneth MacGregor, NBC, and Ernest Ricca (present treasurer), freelance; vice president—Ralph Warren, ABC-TV, and Fred Weihe, NBC; secretary—Betty Scott, NBC, and Betty Todd (presently on local council), CBS; treasurer—Martin Andrews, ABC, and Paul Harrison, NBC.

Local council (one associate director post open)—Leonard Blair, ABC, and Arthur J. Richards, NBC.

Councilman at large (two to be elected)—Fred Carr, ABC-TV; Harold Friedman, ABC-TV; Richard Goode, NBC-TV; Lee Jones, WNBC; Fred Rickey, CBS-TV; Joseph Bell, freelance, and Stanley Davis, CBS.

National board (four to be elected) —Francis Buss, CBS-TV; Joe Cavalier, NBC-TV; Ted Corday, freelance; Howard Cordery, ABC-TV; Marx Loeb, freelance; Earle McGill, freelance; Lester O'Keefe, freelance; Frank Papp, NBC, and George Zachary, CBS-TV.

TV RESEARCH

Don't Swallow All, Roslow Urges

PRESENT "need to be sensible and cautious about swallowing—hook, line and sinker—all the television research findings now being cast about" was urged by Dr. Sydney Roslow, director, The Pulse Inc. Warning was given in a talk on TV set ownership and viewing habits May 5 at a radio luncheon of the New York chapter of American Marketing Assn.

Citing numerous studies showing that television is taking listeners away from radio, moviegoers away from motion picture houses and readers away from books, magazines and newspapers, Dr. Roslow noted that "it is hard to accept a result which shows habits arduously built up over one's years change so quickly and so easily with the advent of a new device into the home."

The trouble, he said, is not with the research findings, but with their use. "These findings should be interpreted on a descriptive level," he emphasized.

Discussing the growth of set ownership, Dr. Roslow reported that Pulse surveys of the New York metropolitan area (10 counties) show an increases of TV ownership from 1.4% of families in January 1948 to 14% in April 1949, a ten-fold increase. In the Philadelphia area (eight counties), where the Pulse began surveying television last September, the increase is from 6.1% that month to 13% in April of this year, roughly double. Chicago (four counties) TV families has risen from 2.2% last December to 7.2% in April, a threefold increase.

Dr. Roslow also stressed the need for caution in using reports of relative program popularity to determine which types are gaining and which are losing in popularity. He said a "comparison of the average rating for different types of programs in New York superficially leads to the conclusion that sports programs are down," noting that the average sports rating was 15.7 for the year 1948 but only 11.9 for the month of December. "But," he pointed out, "the nature of sports has changed. In the summer months there was baseball—daytime. Not so in December.

"As a matter of fact," he continued, "All types have lower average ratings except the comedy—variety type. Most types are down on the average because the expansion of the telecasting day has meant that some programs are now being telecast during the less popular daytime hours when the available audience is smaller."

ROSS D. SIRAGUSA (r), Admiral Corp. president, congratulates his brother Dom, president of Molded Products Corp., Chicago, for designing mold and adapting a 2,000-ton munitions press to turn out what is claimed to be world's largest single plastic piece—35 pounds. It houses Admiral's new 24-tube TV console with 10-inch picture screen. Price of set is $249.95.

PANEL ON VIDEO

Planned by AAUW in Capital

PANEL discussion on "The Challenge of Television" will be conducted by the Washington Chapter of American Assn. of University Women, Radio Study Group, May 21 at the Willard Hotel, Washington. Announcement was made last week by Cecelia Lee Fine, chairman of the group. Speakers are:

FCC Comr. George E. Sterling; A. D. Willard Jr., NAB executive vice president; Eugene S. Thomas, general manager, WOIC(TV) Washington; Joseph B. Elliott, vice president, RCA, Camden, N. J.; Charles Kelly, director of programming, WMAL-AM-FM-TV Washington; William R. McAndrew, NBC Washington general manager; Walter Compton, general manager, WTTG(TV) Washington; Dr. Franklin Dunham, chief of radio division, U. S. Office of Education; Edward Cheyfitz, assistant to the president of the Motion Picture Assn. of America Inc., and Mrs. Gladys M. Jeselsohn, member, Washington Booksellers Assn. Dr. Paul F. Douglass, president of American U., Washington, will be moderator.

Purpose of the discussion, Miss Fine said, is to explore the different fields being influenced by television.

HOLLYWOOD

Gets Warning on TV Growth

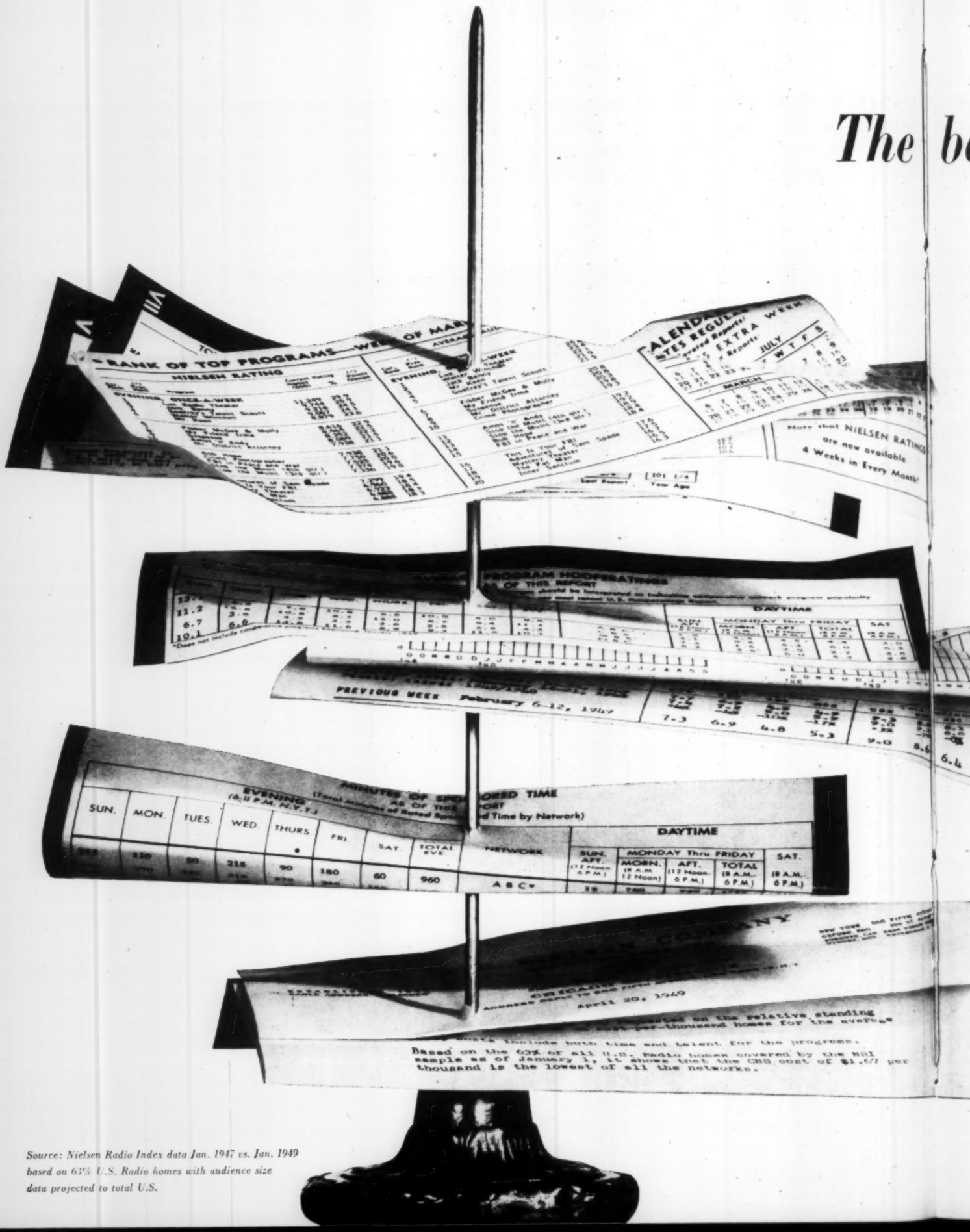
"UNLESS we move fast, Hollywood will become a whistle stop at the end of the coaxial cable," Harry Lubcke, president of the Academy of Television Arts and Sciences, told the Hollywood Advertising Club, May 2.

He said that ATAS had dedicated itself to the proposition that Hollywood should be "the television capital of the world." In support of this claim, he said that nowhere else in the world could be found such "an extensive and ready-made fund of performance, skills and properties." He pointed out that 1,015,150 individual costumes are on hand in 18 Hollywood property and costume houses, and that several of Hollywood's 35 film processing laboratories work night and day.

Television film will not be the birthright of Hollywood, Mr. Lubcke said. Already other cities are showing growth in this direction, he added.

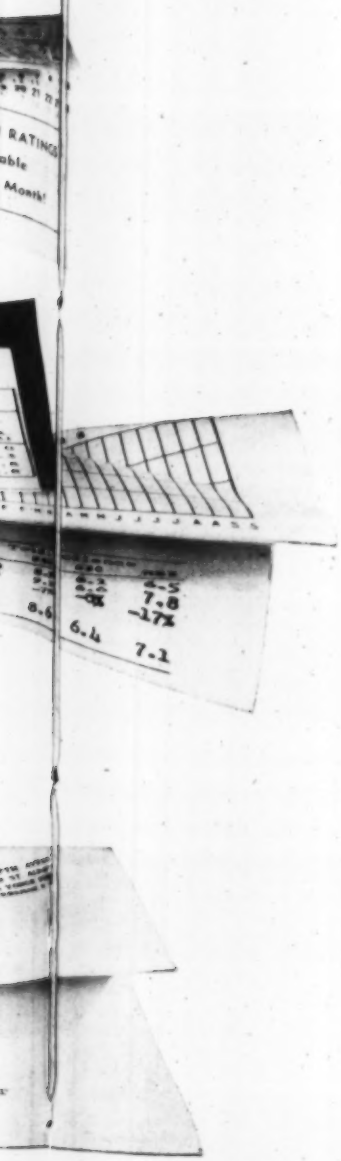
Now Add
ROCHESTER, N. Y.
to your
TV list
AND please note that Television's first appearance in this populous, prosperous Western New York market is credited to the same company that pioneered *radio* here, twenty-seven years ago.
• Channel: number 6
• Power: 16.7 k.w. visual, 8.6 k.w. aural
• Antenna: 497 ft. above average terrain
• Service area: coincides with Rochester, N. Y., retail trading area
• Telecasting begins June 11th, 1949 with both local & network programs
WHAM-TV ROCHESTER RADIO CITY
Owned and operated by Stromberg-Carlson
STATIONS WHAM—WHFM—WHAM-TV BASIC N.B.C. AFFILIATE ★ GEO. P. HOLLINGBERY CO. · NAT'L REP.

The b


RANK OF TOP PROGRAMS—WEEK OF MAR
HIELSEN RATING
Note that NIELSEN RATINGS
are now available
4 Weeks in Every Month!
PROGRAM HOOPERATINGS
DAYTIME
PREVIOUS WEEK February 6-12, 1949
MINUTES OF SPONSORED TIME
EVENING
DAYTIME
SUN. MON. TUES. WED. THURS. FRI. SAT. TOTAL EVE. NETWORKS
SUN. APT. MONDAY Thru FRIDAY SAT.
MORN. AFT. TOTAL
960 A B C*
April 20, 1949
Based on the 63% of all U.S. Radio homes covered by the NRI sample as of January 1, it shows that the CBS cost of $1.67 per thousand is the lowest of all the networks.

Source: Nielsen Radio Index data Jan. 1947 vs. Jan. 1949 based on 63% U.S. Radio homes with audience size data projected to total U.S.

he basic point in 1949 advertising



This year your customers have had unlimited access to advertising media—*all media have been free to find their own level.* Newspapers and magazines get all the paper they want. Television has grown apace. New radio stations have sprouted everywhere.

In this "free market" for media, the cold facts show that today more people are listening longer to NETWORK RADIO — and advertisers are reaching them at lower costs!

NETWORK RADIO *audiences are larger: 3,800,000 families for the average network broadcast in 1949—12% more than in 1947.*

And they cost less: $1.78 per thousand families for the average network broadcast in 1949—6% less than in 1947.

The basic point in network advertising

And this is the year when CBS leads all other networks by every significant count: in *largest* audiences and highest *average* audiences (as measured by both Nielsen and Hooper), and in facility strength too!

In all network radio, CBS ranks first today in audiences delivered at lowest cost to advertisers.

CBS today delivers an average audience of 4,251,000 families to its advertisers—17% more than in 1947.

And at a cost to its advertisers of $1.67 per thousand families —16% lower than in 1947 and the lowest cost of all networks.

The basic point for the careful advertiser is clear: make NETWORK RADIO your first choice in media...

And CBS your first choice in radio.

CBS

...largest audiences at lowest cost

Editorial

TV'll Get By—With BMI

TV IS having ASCAP trouble. With TV wallowing in red ink, ASCAP has demanded confiscatory fees, along with the reservation of "special rights" in the hands of copyright owners that would make clearance ridiculously complicated if not impossible.

Thus TV finds itself confronted with the same sort of impasse that plagued sound radio in its earlier days. Music was the life blood of radio, but radio made music, as attested by ASCAP's record-breaking melons year after year, and with 75% of it emanating from radio.

But TV, even if the June 1 deadline passes without an ASCAP accord, won't be confronted with constant repetition of public domain music as was sound radio eight years ago last January, when ASCAP summarily withdrew its music from the air. Broadcast Music Inc. came into being as wholly-owned subsidiary of radio. BMI flourishes today. Its music *is* available to TV.

Perhaps there's more than meets the eye in the unconscionable demands of ASCAP. Some 55 to 60% of ASCAP's repertoire is controlled by the big four motion picture producers, all of whom have reserved TV rights unto themselves. Are they anxious to have TV thrive before there is a federal station licensing policy applicable to the motion picture field?

ASCAP, we predict, eventually will recognize that it can't stop progress. And TV, to paraphrase a tune title of another year: Will get by as long as it has BMI.

News Worthy

RADIO NEWS has a birthday this Friday. On May 20 ten years will have elapsed since the radio reporter was given news-gathering privileges on a parity with the press in Congress. The House Radio Gallery then was established, thanks to the indefatigable efforts of former Rep. John J. Dempsey of New Mexico and of Fulton Lewis Jr., along with others on the radio firing line.

There followed in rapid succession creation of the Senate Radio Gallery, as well as recognition of radio correspondents in all Washington news quarters.

Though much has been accomplished, much more remains to be done in the interest of freedom of information by radio. The right to editorialize on the air, nominally denied radio in the left-handed Mayflower decision of eight years ago, is about to be re-established with an FCC mandate that "fairness" be the yardstick. It was a year ago—June 21, 1948—that we reported the seven-man FCC, in five separate concurring opinions had decided to lift the ill-conceived Mayflower doctrine. That opinion, rewritten, revamped and recast, shortly will spring from the FCC's bosom.

Then there's the protection of the radio reporter's news sources. Only two states, Arkansas and Indiana, now have laws which sustain the right of the radio newsman to keep in confidence the origin of his news.

Art Stringer, NAB staff director, has made his passion for news source anonymity a nationwide project. He has had the unyielding support of Prof. F. S. Siebert, director of the School of Journalism of U. of Illinois, an acknowledged leader of his profession, who regards news as news whether it is "published" via the printing press or the microphone.

Prof. Siebert has analyzed the statutes in the 11 states where laws cover either or both radio and newspaper reporters. The results are varied but they indicate that many states with adequate laws show a tendency, whenever a court interpretation is called for, to circumscribe the privileges these laws were written to provide.

On one point there seems to be no argument: The confidence statutes should be extended to cover all newsmen whether they report for radio or the printed page. Prof. Siebert and Mr. Stringer deserve the resolute support of newsmen everywhere in guaranteeing that freedom of information means freedom of access to news in the tradition contemplated in the First Amendment.

The Common Code

THIS THURSDAY is an important day for radio. But there will be no verbal bombs bursting in air, no oratory tinged with acrimony, no station class against class.

This Thursday the *Standards of Practice for American Broadcasters* becomes fully effective. It is radio's voluntary code for self-regulation. There will be no fireworks—because those occurred two years ago at the Atlantic City convention of the NAB and just a year ago when the code was adopted at Los Angeles.

To assume that there will be no code violations is Utopian. There will be as long as there are clients who seek to cut corners and broadcasters who will yield in their zeal for hard-fought business. But the vast majority of stations will adhere to its letter, and will wear down the ardor of the cut-raters.

The triumph is that broadcasters now have charted for themselves a course of business ethics for all to see. Radio is an art form, an educator, a public servant, an entertainer, a preacher, a relief worker.

It is also a business. The code puts it on a business basis.

Paris in the Spring

MANY A radio and legislative eyebrow has lifted since the disclosure that the FCC, chronic complainant about being over-worked and under-staffed, will function most of this summer sans its chairman and vice chairman, its general counsel, and a dozen other staffers. They have embarked (except for the general counsel who follows later) for the International Telephone and Telegraph Conference in Paris for an expected minimum two-month run.

We suspect, now that the *Queen Elizabeth* is en route, that there will be new blasts from the Capitol about the FCC's derelictions and lethargy in deciding cases. It's true that the FCC is woefully behind (we don't recall the time it was ever caught up). We wonder too whether the Paris conference is sufficiently important to warrant the presence of two of the seven commissioners, let alone the staff.

The FCC will still have five men at home. Direction of the Commission falls in the capable hands of Acting Chairman Rosel H. Hyde. The regular order of business, it is to be assumed, will be pursued, because a quorum can perform the functions of the full board. The TV freeze and standards, the clear channel issue, the ban on editorializing, the ruling on whether giveaways are lotteries, and the question of the right of networks to represent their affiliates in national spot sales—all await action. We confidently expect Chairman Hyde to keep the regulatory mill grinding oblivious of the absence of two members.

Who can tell? The Congress might discover that the FCC functions more efficiently and speedily with five members than with seven!

Our Respects To—

GUSTAV BERNHARD MARGRAF

ON THE sixth floor of the elegant NBC headquarters in New York there is a desk which definitely is not in the pattern of some executive traditions.

Instead of being cleared of paper and debris, it has the clutter of a Dickensian lawyer's desk. It looks as though an enormous amount of brain sweat were being poured out over it.

It is the desk of Gustav Bernhard Margraf, and the condition of the desk is not a "front." Work is really being turned out there.

The high frequency cerebrations emanating from that quarter go far in explaining how it was that Gus Margraf became vice president of NBC and general attorney and head of its legal department at the age of 33.

His story follows the classic Alger formula of work winning its own reward—with only one deviation. He's got the reward and is still working.

In fact, at the end of the day's work, he sweeps some of the litter off the desk, slips it into a brief case, and commutes with it back to the NBC colony in Rye, N. Y., where he lives with his wife and three children. Work has become a hobby with him.

Last July he became the youngest man to head a network legal department, succeeding Charles R. Denny, another young man who moved up to be NBC executive vice president.

Behind him was a road that led back through law practice in Washington and New York, through working his way in college and school, and ultimately back to Cape Girardeau, Mo., his birthplace.

He was born on May 14, 1915, the son of William A. and Mary Rubel Margraf. His father had worked on the Frisco (St. Louis and San Francisco) Railroad. With six young mouths to feed in the family before Gustav arrived, it was clear that any place the latest newcomer attained would be strictly under his own power.

After school and college he had numerous jobs, among them tooting a trumpet in dance bands, selling vacuum cleaners, announcing at KFVS Cape Girardeau, and working at various jobs on the local newspaper. His present associates doubtless would be surprised to learn that one Christmas he was the KFVS Santa Claus, a role he played at a time he weighed in at 130 pounds. At present, he tops 200 and stands 5 feet, 10¼ inches.

Despite numerous side interests, all of which were stimulated by the economic realities that confront a large family, Mr. Margraf had a top school record—which kept getting better

(Continued on page 71)

Hi Neighbors! Here's Hello and Thank You from the KOIN KLOCKERS!

WITH THESE CHEERY WORDS, Bob Henderson that lovable, unpredictable M.C. with the KOIN KLOCKERS starts the day off for the vast Oregon Country! Since 1930, 19 long years ago, the KOIN KLOCK has been the "getter upper" for the thousands of early risers who tune in each week Monday through Saturday at 6:15 a.m. for an hour of music and fun interspersed with serious bits of information on civic and social enterprises. A grand audience and a grand market for the advertiser who wishes to reach the families of Oregon and Southwest Washington.

KOIN KLOCK's daily musical numbers are from written requests. In 1948 they received 12,520 such requests . . . an average of 40 per day from this loyal audience. And during January 2 to January 30th of this same year they pulled 6,270 additional letters containing $8542.05 for the Infantile Paralysis Drive . . . more than the total amount of all the Portland Radio Stations combined! What a program . . . what a market for your advertising! For additional information contact KOIN or Avery-Knodel Inc., National Representatives.

CBS

AVERY-KNODEL, Inc.
National
Representatives

KOIN

and . . .
KOIN
F·M

PORTLAND, OREGON

A *Marshall Field* STATION

DISK RECORDER

For Lip Synchronous

STANDARD AND MICROGROOVE RECORDING

FAIRCHILD STUDIO RECORDER, UNIT 523

★ **Continuous variation of pitch** from 80 to over 500 lines per inch.

★ **Instant variation of pitch** with only one feed screw and the Fairchild precision selector.

★ **Ability to change pitch** while in operation increases dynamic range.

★ **Velvet smooth direct to center turntable gear drive** — eliminates slippage, musical pitch change and insures positive timing of program material.

★ **Absolute synchronism for use with sound on film dubbing.**

★ **Visible armature in the Fairchild cutterhead** permits easy and accurate alignment for high recording level — without distortion.

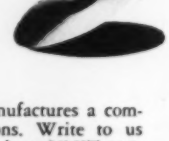
★ **Laboratory quality microscope with adjustable light** for visual examination of the groove side walls.

★ **Vernier control of depth and angle of cut**—adjustable during recording.

★ **Precision recording — simplified operation.**

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICROGROOVE pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit — FAIRCHILD.

SOUND EQUIPMENT



The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE, WHITESTONE, L. I., N. Y.

Management

ROGER W. UNDERHILL has been appointed acting general manager of WICU(TV) Erie, Pa. He has been with station since its opening on March 15. Mr. Underhill replaces **LAYMAN W. CAMERON.**

GEORGE T. CASE, for past two months program director of WNAO and WNAO-FM Raleigh, N. C., has been appointed general manager. He replaces **DUDLEY TICHENOR** who resigned to join national spot staff of WWL New Orleans [BROADCASTING, May 9]. Mr. Case has been in radio as an executive for nearly 21 years. He has served as assistant manager of WRAL Raleigh, which he helped to install in 1939, and with CBS Chicago as assistant program director and production manager. Prior to joining WNAO he opened Broadcasting & Television Institute in Raleigh.

Mr. Case

ED LOVELACE, former general manager of KOJM Havre, Mont., has joined KTBI Tacoma, Wash., as general manager.

MILO J. PETERSEN, formerly sales manager of KOPR Butte, Mont., has been named general manager of KGEM Boise, Idaho. He succeeds **RAY FADEL,** who has been appointed station manager of KUTA Salt Lake City, Utah.

KEN PALMER, program director of KPDN Pampa, Tex., since 1947, has been appointed manager. He succeeds **JOHN MICHEL,** who resigned to become manager of KTRY Bastrop, La.

D. W. THORNBURGH, CBS Western Division vice president, was one of 10 former Indiana residents honored May 12 at Indiana Foundation's Homecoming Banquet in Los Angeles. He was honored for contributions to "Americanism in Radio."

PAUL R. BARTLET, general and commercial manager of KFRE Fresno, Calif., is recuperating following an emergency appendectomy last Monday (May 9).

MRS. LLOYD E. YODER, wife of KOA Denver general manager, and known professionally in radio as **Betty Marino,** violinist, is in St. Joseph Hospital, that city, recovering from a coronary attack. She will be confined to hospital for several weeks, KOA reports.

3 NAB EXECUTIVES

To Address N. Y. REC May 19

JUSTIN MILLER, NAB president; A. D. Willard Jr., executive vice president, and Maurice B. Mitchell, director of broadcast advertising, will address the Radio Executives Club of New York May 19 at its final session of the 1948-49 season. Judge Miller will speak on the NAB Standards of Practice which become effective that day. Mr. Willard will discuss "TV and the NAB" and Mr. Mitchell will talk on "Bucks for Business." Trio will also answer questions from the floor about NAB and its operations.

John J. Karol, CBS sales manager, will be installed as REC president for 1949-50. He takes over the post held this year by Carl Haverlin, BMI president. Session will start at 12:30 p.m. and will be held at the Roosevelt Hotel, New York.

FIRE PREVENTION

WOWO Honored; Others Cited

WOWO Fort Wayne, Ind., was awarded the gold medal for outstanding public service in fire prevention and five other stations received honorable mention citations from the National Board of Fire Underwriters last Friday.

Stations selected for honorable mention were: WEBR Buffalo, KNBC San Francisco, KELO Sioux Falls, S. D., KOGT Orange, Tex., and WNEW New York.

The WOWO award was made on the basis of the stations farm safety, home safety, holiday safety and accident prevention campaigns, and its comprehensive coverage of Fire Prevention Week.

The other stations scheduled special programs of various types, while WNEW recorded musical fire prevention jingles which it made available to nearly 1,000 stations throughout the country.

ABE BURROWS

Signs Contract With CBS

ABE BURROWS, who last Monday signed a seven year pact with CBS, will inaugurate a half-hour *Abe Burrows Show* sometime early in July. Program will be broadcast and telecast simultaneously. Mr. Burrows' contract covers his services for AM and TV as performer, writer and producer.

The song satirist arrived in New York from the West Coast on Tuesday to confer with Hubbell Robinson Jr., CBS vice president and director of programs, and Robert Heller, executive producer. Mr. Burrows also is slated to serve as a regular panel member of the new full hour *This Is Broadway* series (CBS, 9:30-10:30 p. m.), which started last Wednesday.

VIDEO RECEPTION

Long Distances Reported

REPORTS of long-distance television reception [BROADCASTING, May 2] were growing last week, and FCC engineering authorities predicted they would increase until some time in July and then begin to decline.

It's all a sign of the "Sporadic E" season, they explained, feeling there is no cause for alarm as to the effects these signal "bounces" may have in the future when more stations are operating.

Past tests conducted by the Commission indicate that these examples of long-distance transmissions, for the most part attributed to reflections of the signal off the "E" layer, generally begin around May and hit their peak in July. Then they begin to taper off. From September on through the winter there is little Sporadic E activity, though a "small" secondary peak appears in December, technicians said.

In television, it's worse in the low end of the present VHF band. In fact, FCC authorities said they knew of no cases involving stations operating above Channel 6 (82-88 mc). They noted that it was largely because of such characteristics of frequencies in this region that FM was moved up to the band above 88 mc.

Reception of KLEE-TV Houston telecasts has been reported at several points around 1,300 miles away—at State College, Pa.; at Detroit, and at Lancaster, Pa. A Phoenix resident wrote KSD-TV St. Louis saying he had tuned in a telecast of the *Post-Dispatch* station, 1,300 miles away. Set-owners in Nashville, Tenn. reportedly have received programs from stations in Louisville, Memphis, and Nashville, which range from 175 to 225 miles away.

KPIX (TV) San Francisco reported a wire from a televiewer in Throckmorton, Tex., 1,400 miles away, saying the visual test pattern was received clearly.

WORL CASE

U. S. Supreme Court Hears Brief Summary Argument

BRIEF summary argument was held before the U. S. Supreme Court last Monday in the WORL Boston case with FCC making no reference to its attack upon the U. S. Court of Appeals for the District of Columbia contained in the Commission's brief [BROADCASTING, Feb. 28].

FCC, arguing through U. S. Solicitor General Philip B. Perlman, requested SCOTUS to overrule the finding of the Court of Appeals which had reversed FCC's decision to deny license renewal to WORL on grounds of ownership concealment. WORL was represented by Walter M. Bastian, special Washington counsel.

Meanwhile, FCC argued last Tuesday in the Court of Appeals in defense of its television grant to May Broadcasting Co. (KMA Shenandoah, Iowa) at Omaha, Neb., for KMA-TV [BROADCASTING, May 17, 1948]. Appeal of the grant was made by KFAB Omaha which had petitioned FCC unsuccessfully for reconsideration.

In the WORL case before the highest court, FCC argued that the Court of Appeals had failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case. WORL contended, however, that the facts of the local proceeding were different. The FCC's brief urged SCOTUS to more closely supervise the Court of Appeals in view of the latter's strategic position. The Commission charged the Court of Appeals withheld authority delegated to FCC by Congress.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations (see story page 27) and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL is assigned 1 kw day on 950 kc.

The Omaha television dispute is the first TV case to go before the Court of Appeals, FCC indicated last week. KFAB was represented by Paul M. Segal while Max Goldman, assistant general counsel, argued for FCC and Vernon L. Wilkinson argued for KMA-TV. The court was composed of Justices Bennett Champ Clark, Wilbur K. Miller and Elijah Barrett Prettyman.

KFAB contended the KMA bid should have been heard in comparative hearing with its request, also pending and ready for action at the time of the KMA-TV grant, and with the application filed by KOIL Omaha five days after the KMA-TV grant. Such grant was in effect set aside by its petition for reconsideration, KFAB said, and the grant could not go into effect anyway until after expiration of the usual 20 day appeal period.

FCC and KMA-TV both held that the grant was effective the day it was approved and that on that date sufficient facilities were available for all pending bids, hence no hearing was required.

Three TV channels were allocated to Omaha with WOW-TV receiving first permit there in early 1948. KMA-TV got the second channel leaving the third facility to be sought by KFAB. However, when KOIL filed shortly after the KMA-TV grant there resulted two bidders for one channel. KFAB contended that the hearing should be three applicants for two channels.

Maybe You've Noticed...

Nowadays, prospects aren't exactly grabbing time contracts out of your hands. Advertisers are getting pretty choosy. They're not apt to be impressed unless you present a solid package—smart entertainment as well as a likely segment of time.

What does today's local advertiser call smart entertainment? His yardstick hasn't changed. He still would like a big-name show with big-time format. Current songs, good music ... topped off with scintillating star dialogue. In short, he wants a program that'll compete with network shows ... in a flexible framework that can be moulded to his selling pattern.

Plainly, he can't afford live talent. And he wants more than another record show. So what are you going to offer him?

The answer is obvious if you're a Capitol Transcription subscriber. For Capitol's unique library program service provides you with just the sort of big-time, low-cost musical show local sponsors want. Let us prove to you that Capitol Transcriptions has just the sales tools you need to sew up those air-shy local prospects.

Mail this coupon today, for our new 1949 FREE demonstration discs, giving full details.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. 516
Hollywood 28, Calif.

Sirs: I'm willing to listen. Send me your **FREE** demonstration discs, without obligation.

Name_____

Station_____ Position_____

Address_____

City_____ State_____

1,023,900
People now in the new primary listening area of the new KTBS!

183,000
People in our old coverage! What a difference!

840,900
MORE REASONS TO USE
"The Louisiana Purchase"
KTBS
SHREVEPORT

840,900 more reasons more people—to use the Louisiana Purchase at **not one cent additional cost! Everything's up but the rates in "The Louisiana Purchase!"**
NBC daytime primary service to 840,900 people—for the first time!
Remember — we've increased our power — not our rates! Call your nearest Petry representative NOW!

KTBS
SHREVEPORT
NBC—TQN—AFFILIATE

New York
Detroit
San Francisco
Boston
Chicago
St. Louis
Los Angeles
Atlanta
EDWARD PETRY AND CO. INC.
National Representatives

710
KILOCYCLES
10,000
WATTS

5,000 WATTS AT NIGHT

ASCAP Parleys

(Continued from page 33)

music costs for the networks on all their billings and to the stations for all sales made by their own salesmen. Another complaint on the network side is that the TV terms allow deductions for networking costs only up to 5% of gross sales, which Mr. Myers pointed out would just about cover the cost of audio connections without touching the $35-a-mile-a month charges for video connections.

Mr. Myers reported that the NAB committee asked for a 25% allowance for interconnection costs, an overall 15% sales cost deduction, the elimination of special fees and the retention of the radio license differential between station and network fees. The broadcasters' committee also asked for a substantial blanket discount to cover the period of the initial short-term contract, which probably would not run beyond the end of June 1950, in view of their present net losses on their video operations. ASCAP rejected this proposal as the broadcasters had rejected its proposed terms.

Ready To Pay

In essence, Mr. Myers said, the TV broadcasters are willing to start paying ASCAP for the use of its music at this time, but they want the fees set immediately with consideration of their present financial situation and they believe it is too early to set a final pattern for future licenses. ASCAP, on the contrary, holds that whatever licensing arrangement is agreed to now will set the precedent for all succeeding licenses and that now is the time to establish a pattern.

When a stalemate in negotiations had been reached, ASCAP proposed that the matter be arbitrated, with an ASCAP and a NAB representative getting together with a third party, to be appointed by Attorney General Tom Clark, and both sides agreeing to abide by the decision of this tripartite committee.

The NAB committee replied that it was forced to reject the proposal to arbitrate as it had no power to bind the stations to any contract, but had authority only to attempt to work out a licensing arrangement which would be submitted to the individual TV broadcasters for their acceptance or rejection. The NAB group also stated that if the two committees whose members are thoroughly familiar with the problems had been unable to reach an agreement, it would be futile to hope for an uninformed third party to achieve any better success.

This week is the critical time, Mr. Myers declared. His committee, he said, will be kept fully informed of the day-to-day progress made by the network committee and ASCAP, and will be ready to resume their negotiations should that seem advisable at any time.

Even if these new negotiations fail to prevent a break the end of May, that will not necessarily rule all ASCAP music for TV, he added, as the publishers and writers who belong to ASCAP have the right to license the use of their music on an individual basis.

HORTON PROMOTED

CBS-TV Asst. Sales Manager

KINGSLEY F. HORTON, former account executive in the CBS-TV sales department, has been promoted to the newly created position of assistant general sales manager of CBS television.

Mr. Horton

Mr. Horton began his radio career in 1931 at WFBL Syracuse. In 1936 he joined CBS Radio Sales in New York and two years later moved to WEEI Boston, a CBS station, serving variously as assistant manager and director of programs and sales. He was transferred to the network's television sales staff in New York in August 1948.

George J. Arkedis, former account executive in the New York office of CBS Television Sales, has been appointed western sales manager for CBS-TV and will make his headquarters in Chicago.

The appointment is effective June 1. Mr. Arkedis has been on the CBS-TV staff since September 1948. Before that he was an account executive of WCBS New York, the network's key station. Prior to service in the Navy as a lieutenant commander, he was with Pedlar & Ryan and with Joseph Hershey McGillvra.

Gillette To Sponsor

JERSEY STAKES RACE in Garden State Park, Camden, N. J., will be broadcast and telecast simultaneously by ABC. Gillette Safety Razor Co., through Maxon Inc., New York, will sponsor presentation of the event over the full 260-station ABC radio network, and the ABC-TV eastern network. Video pick-up will be made by WFIL-TV Philadelphia, ABC Quaker City affiliate, which will feed it to WJZ-TV New York, WAAM (TV) Baltimore, WNAC-TV Boston, WRGB (TV) Schenectady, WMAL-TV Washington and WNHC-TV New Haven.

WEWS Gets License

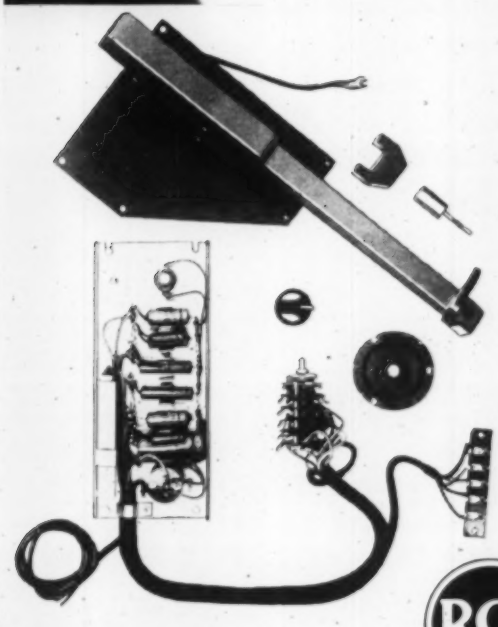
WEWS, Cleveland television station owned and operated by Scripps-Howard, May 9 became the nation's ninth licensed TV outlet. Six of the eight other video stations holding FCC licenses indicating they have submitted satisfactory "proof of performance" were licensed before the war, according to WEWS.

The RCA Universal Pick-up Kit installed on an early model 70-D turntable.

High-Fidelity Playback

with your present turntables – by adding this Universal Pick-up Kit

90-Day Reduced Price
$149.50*
(April 1 to June 30, 1949)



The complete Universal Pick-up Kit MI-4875-G.

NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having *adjustable* weight and *adjustable* vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA's 90-Day "Spot" Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it's available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19EC, RCA Engineering Products, Camden, New Jersey.

**Prices do not apply outside the continental U. S. A.*

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Video Censorship

(Continued from page 32)

impossible to extend the two-week period because of the currency of events, and on commercials "you can't delay longer than two weeks because of the musicians' union."

Mr. Harrison asked Mr. Cadigan what the economic effect of TV censorship would be. "It would double or triple production staffs to process the work ahead," Mr. Cadigan replied, explaining that in motion pictures the prints are available from four to six weeks in advance for submission to censor boards but in television "you come up one hour before a program."

Dr. Levy's comments on the probable effects of TV censorship were substantially this: Income would be jeopardized. Advertising agencies, especially those placing national advertising, would be discouraged. Television stations, competing with newspapers and magazines, would suffer because TV programs are readied in days or hours and TV (without censorship) can offer advantages other media cannot.

Mr. Clipp also commented on the probable economic effect of TV censorship. He said it would delay advance scheduling of programs, increase costs and interfere with the procurement of business. Mr. Stewart, too, said the state would be imposing an added burden of expense on television stations if it enforced the censorship regulation.

If it becomes necessary to submit films for censorship, "then we will try to do without them for advertising purposes," said Mr. Reber, speaking as an advertising agency representative. "Where it would be impossible to present a particular subject or show it without film, then the inevitable would be to give up the program completely. We would attempt to substitute live programs where possible."

Mr. Shelly, pointing out that television already is an extremely expensive medium for advertising, said that censorship costs would be one more obstacle to deter TV.

The Pennsylvania Board of Censors comprises three members, Mrs. Carroll, John Clyde Fisher and Beatrice Z. Miller, two assistant censors whose decisions the board accepts and 18 employes. The board's principal office is in Philadelphia. Other offices are in Pittsburgh and Harrisburg.

Sponsor Crackers

PHILCO Corp., Philadelphia, and J. C. Brown Distributing Co. have signed to sponsor all Atlanta Crackers' home baseball games this season on WSB-TV Atlanta, J. Leonard Reinsch, manager director of Cox radio and TV operations, announced. Play-by-play commentary will be handled by Thad Horton, WSB-TV sports director.

We are Happy to Announce

the Appointment of

HEADLEY-REED CO.

as national representatives of

WTOD

Toledo, Ohio

Edward Lamb, Owner

WICU (TV) Erie, Penna.

also represented by Headley-Reed Co.

TRIBUTE TO WALLACE WHITE

Dinner Tendered by Justin Miller

INDUSTRY tribute to Wallace H. White Jr., who retired last January as Republican Senator from Maine, was paid Thursday night at a dinner tendered by NAB President Justin Miller. Persons prominent in public and business life joined in paying respect to the former Republican leader and chairman of the Senate Committee on Interstate & Foreign Commerce.

Letters and telegrams from many prominent persons were read at the dinner, held in the Burgundy Room of the Wardman Park Hotel, Washington. They lauded Sen. White's career of public service and his achievements in the field of communications.

A plaque was presented Sen. White in recognition of his public career. Inscribed on the plaque was this message:

To a faithful public servant; legislator in the Congress of the United States, April 2, 1917, to Jan. 3, 1949; pioneer in communications law; leader in world radio conferences. The Gentleman From Maine—Senator Wallace Humphrey White Jr.—this expression of grateful appreciation is inscribed by the broadcasters of the United States of America, May 12, 1949.

Sen. White, age 71, is a graduate of Bowdoin College; member of the Maine and District of Columbia bar; was first elected to the House in 1917 and re-elected each session until 1930 when he was elected Senator. He has attended many of the important international communications conferences and holds honorary degrees from Bowdoin College and Bates College. At present he is dividing his time between Maine and Washington.

The guest list for the dinner included:

Sen. and Mrs. Pat McCarran; Sen. and Mrs. Elbert D. Thomas; Sen. Joseph C. O'Mahoney; Sen. and Mrs. Edwin C. Johnson; Sen. and Mrs. Robert A. Taft; Sen. Alexander Wiley; Sen. and Mrs. Owen Brewster; Sen. and Mrs. Homer Ferguson; Sen. and Mrs. Bourke B. Hickenlooper; Sen. Clyde R. Hoey; Sen. Leverett Saltonstall; Sen. and Mrs. John W. Bricker; Sen. Margaret Chase Smith.

Rep. Earl C. Michener; Rep. Eugene Keogh; Rep. and Mrs. Carl Hinshaw; Rep. and Mrs. Harris Ellsworth; Rep. and Mrs. Dwight L. Rogers.

The Assistant Secretary of State and Mrs. George V. Allen; The United States Ambassador to Greece, Hon. Henry F. Grady; Judge and Mrs. James A. Morris; Judge and Mrs. David A. Pine; Judge and Mrs. Matthew F. McGuire, Honorable Nellie Taylor Ross.

Mr. and Mrs. John Davies Jr.; Mrs. Nina Lunn; Mr. and Mrs. Benjamin McKelway; Hon. and Mrs. Burton K. Wheeler; Mr. and Mrs. Paul Porter; Mr. J. Lawrence Fly; Mr. William Roy Vallance; Mr. and Mrs. Guilford Jameson; Mr. and Mrs. Frank White; Mr. and Mrs. Joseph Ream; Mr. and Mrs. Julius Brauner; Mr. and Mrs. Joseph McDonald.

Mr. and Mrs. Earl Gammons; Mr. Louis Caldwell; Mr. and Mrs. William Henry; Mr. and Mrs. Albert Warner; Mrs. Montfort Moodie; Hon. Robert Lincoln O'Brien; Mr. and Mrs. Herman Lowe; Mr. and Mrs. Art King; Mr. and Mrs. Martin Codel; Mr. and Mrs. Norman Glenn; Mr. and Mrs. B. J. Gallagher.

Commdr. T. A. M. Craven; Mr. John H. DeWitt; Mrs. Winfield Preston; Mr. and Mrs. Clair R. McCullough; Mr. and Mrs. James D. Shouse; Mr. and Mrs. Frank Fletcher; Mr. H. W. Slavick; Mr. Robert D. Enoch; Mr. Kenyon Brown; Mr. G. Richard Shafto; Mr. Merrill Lindsay; Mr. and Mrs. Everett Dillard; Mr. Calvin J. Smith; Mr. Glenn Shaw.

Dr. and Mrs. J. B. Matthews; Mr. and Mrs. A. D. Willard Jr.; Mr. and Mrs. C. E. Arney Jr.; Mr. and Mrs. Forney A. Rankin; Mr. and Mrs. Don E. Petty; Mr. and Mrs. Robert K. Richards; Mr. and Mrs. Richard Doherty; Mr. and Mrs. Maurice B. Mitchell; Dr. and Mrs. Kenneth Baker; Mr. and Mrs. Royal V. Howard; Mr. and Mrs. Harold Fair; Mr. and Mrs. Arthur Stringer; Miss Pat Griffith; Miss Helen Fruth.

AMUSEMENT TAX

Pa. Taprooms Are Excluded

GOV. JAMES H. DUFF of Pennsylvania signed into law May 4 a bill exempting taprooms from payment of amusement license fees on television sets. The new law becomes effective Sept. 1.

The new act ends a long dispute between the State Liquor Control Board and licensees on the TV tax question. Last year, the Supreme Court had upheld a board ruling that television is a form of motion pictures and subject to amusement taxes. The Board's fee for television sets was $120 a year in Philadelphia and Allegheny Counties and one-fifth of the cost of liquor licenses elsewhere. Clubs had been exempted.

CBS RADIO SALES

East TV Sales Staff Set Up

SEPARATE television sales staff has been formed in the eastern office of Radio Sales, the station representative organization of CBS, Carl J. Burkland, general sales manager, announced Wednesday.

Radio Sales acts as exclusive national representative for WCBS-TV New York, the network's owned and operated station. Two account executives have been added to the television sales staff of Radio Sales. They are Maxwell Z. Stein, former advertising director of the New York *Star*, and Sam Cook Digges, former salesman for WMAL and WMAL-TV Washington. Mr. Stein will service retail accounts and Mr. Digges will work with national spot accounts.

CBS-TV AFFILIATE

WAFM-TV Birmingham Joins

WAFM-TV Birmingham, video outlet of WAPI Birmingham, becomes a full primary affiliate of CBS-TV early in October, bringing to 38 the network's total number of affiliates.

WAFM-TV, assigned Channel 13, is owned and operated by the Voice of Alabama Inc. Thad Holt, WAPI general manager, is president and general manager of WAFM-TV.

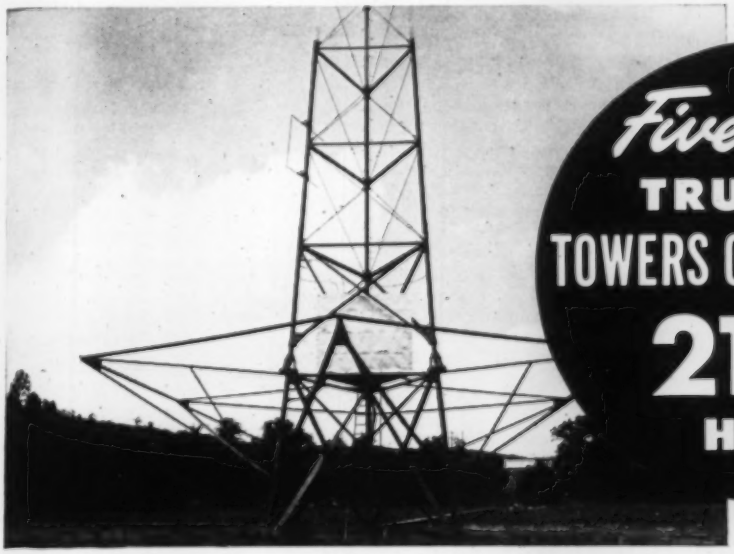
JOHN SABIN, news editor of WTMV East St. Louis, Ill., interviewed Lt. Col. Albert A. Wilson, in charge of organized reserves in eight Southern Illinois counties, and Maj. Hubert Routzong, Army and Air Force recruiting officer in East St. Louis, on Army Day.

Capital Performance

in the Tennessee capitol—
WMAK at Nashville

● Latest addition to the distinguished group of stations serving the important 51-county Nashville trading area, 5000-watt WMAK supplies central Tennessee with Mutual Broadcasting System fare. Six miles northwest of the city stand WMAK's five new Truscon Self-Supporting Steel Radio Towers, each 210 feet high.

While extreme height is not necessary to achieve the required signal strength, this group demonstrates one outstanding characteristic of all Truscon Radio Towers



Five More
TRUSCON
TOWERS OF STRENGTH
210 FT.
HIGH

—each is designed and erected to fit the purely local conditions under which it must operate. Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS

540 Kc

U.S. Proposal Reportedly Approved in Committee

U. S. PROPOSAL on use of 540 kc for broadcasting has been approved without conflict in committee, according to observers at the joint International Telecommunications Union Region 2 and Fourth Inter-American Radio Conference now in session in Washington.

The U.S. proposal urges conformity with the 540 kc provisions of the Atlantic City Convention whereby stations would have to protect from "harmful interference" those services in adjacent sub-frequency bands, especially the 500 kc distress channel. Also, 540 kc stations would be entitled to like protection from the adjacent services.

Within the continental U.S. the government would limit use of 540 kc to not more than 1 kw and forbid its use altogether within 25 miles of some 224 specified government installations [BROADCASTING, Feb. 28]. Details of implementing the use of the 540 kc allocation, if and when ratified on a regional basis by the conference, will fall to the September meeting to revise the North American Regional Broadcasting Agreement. Preliminary government-industry discussions already have been held on the subject [BROADCASTING, Feb. 28, April 4].

Making Progress

On all fronts last week the Region 2—FIAR conference was reported to be making exceptional progress with no sharp disputes arising yet in any quarter according to reports. The meeting, which got under way in late April, still is expected to complete its work about mid-June [BROADCASTING, May 2]. Delegates from 22 inter-American countries are working out regional allocation of frequencies between 10 and 4,000 kc.

The American proposal also contains two resolutions on freedom of communication and information. One provision would assure radio's parity with the press. The resolutions are reaffirmations of similar resolutions contained in the 1945 Rio de Janeiro radio pact and the 1940 Santiago pact. The proposals are yet to be considered in subcommittee and it is reported another country is preparing a redraft of the U. S. proposal to make the terms more specific.

The U. S. also has suggested to the conference the establishment of an Inter-American Monitoring Committee to encourage the establishment and improvement of monitoring systems and to furnish technical aid and information. Another suggestion is for standardization of the qualifications of radio operators, technicians and engineers. Special university courses and establishment of minimum standards of knowledge and skill are urged.

Other recommendations include exchange of programs and experimentation in tropical countries with high frequency FM to overcome propagation and interference obstacles now limiting broadcasting.

Radio Legislation

RADIO legislation, scheduled for consideration last week by a House Interstate & Foreign Commerce subcommittee, will be taken up in more detail at an executive meeting sometime this week, according to Rep. George Sadowski (D-Mich.). Rep. Sadowski is acting chairman of the FCC-FTC-SEC subcommittee formed to deal with radio matters. He said the subcommittee met last week but touched only lightly on "more controversial" legislation, including radio. Group is currently tied up with bills having Administration priority, he said.

SENATE BILL

More Power for FCC Asked

AN EXPANSION of the scope of the pending bill (S-1626) to give FCC authority to issue cease-and-desist orders [BROADCASTING, April 25] was recommended by the Commission last week.

But it felt the cease-and-desist authority should be enacted, whether its recommended changes are accepted or not. FCC made known its views in a letter to Sen. Edwin C. Johnson (D-Col.), author of the measure and chairman of the Senate Interstate & Foreign Commerce Committee, who had asked for comments.

FCC approved of provisions in the same bill which would set up a radio fraud statute similar to the postal fraud law, and which would authorize the Commision to make expenditures for monitoring sites and improvement of laboratory facilities. The Commission itself has offered both these provisions as legislative proposals in the past.

It also approved a provision which would boost FCC Commissioners' pay from $10,000 to $15,000 annually, with $2,500 extra for the Chairman.

Changes recommended by the Commission included a revision to give FCC authority to institute revocation proceedings for violations which need immediate correction, without going through cease-and-desist procedures. This, it was explained, would restore authority which the Commission has under the present Act.

Other recommended changes: (1) that FCC be allowed to issue cease-and-desist orders not only against licensees but against "any person" (radio operators, for example) who violates the Communications Act or FCC Rules; (2) that the time for requesting hearings on revocation orders be 15 days from issuance of the order, rather than 30 days as specified in the bill.

NEWCOMB AUDIO PRODUCTS CO., Hollywood, has announced record player which plays 45, 33⅓ and 78 rpm records, as well as 33⅓ rpm broadcast type transcriptions.

FOUR JOIN IMS

WHHM KSTL KITE WXLW

FIRST four independent stations to sign with Independent Metropolitan Sales, New York, were announced Thursday by Jack Koste, president. The stations: WHHM Memphis, KSTL St. Louis, KITE San Antonio and WXLW Indianapolis. Other stations are soon to be announced, he said.

Mr. Koste

Mr. Koste, former New York sales manager of Forjoe & Co., also announced his Chicago office will be at 75 E. Wacker Drive, under management of Jack Mulholland, a radio and television package producer. New York office is at 55 W. 42d St.

An important feature of IMS, said Mr. Koste, is that member stations retain the right of qualifying a new member and limiting the total number of stations to be represented to "a reasonably small list."

The first four stations to sign with IMS are also members of the Assn. of Independent Metropolitan Stations. There is no official connection between IMS and AIMS, however, but IMS can and will accept AIMS members, Mr. Koste said.

WNOE CHANNEL

Two File at New Orleans

REP. F. EDWARD HEBERT (D-La.) and Louisiana Adjutant-General Raymond F. Hufft are principals in new firm seeking facilities to be relinquished by WNOE New Orleans when it switches to 1060 kc with 50 kw day, 5 kw night directional, according to application filed last week with FCC.

Second bid for the same assignment, 250 w fulltime on 1450 kc, also was filed last week by another local group under name of New Orleans Broadcasting Co.

Rep. Hébert and Mr. Hufft are officers and each 20% owner of Royal Broadcasting Corp., the applicant. Associated in the firm are James Winkinson, Hugh M. Wilkinson and Hugh M. Wilkinson Jr., New Orleans attorneys. Mr. Hufft also is executive advisor to ex-Gov. James A. Noe, owner of WNOE and also KNOE Monroe, La. Group plans to purchase WNOE's present facilities.

New Orleans Broadcasting is composed of M. E. and W. G. Maley, each one-third owner of Maley Tire Co. and 50% owner H. B. Enterprises, respectively president and secretary-treasurer and each 40% owner, and Robert J. Doskey, WJBW New Orleans technician, vice president and 20% owner.

WOC

FIRST IN THE QUAD Cities

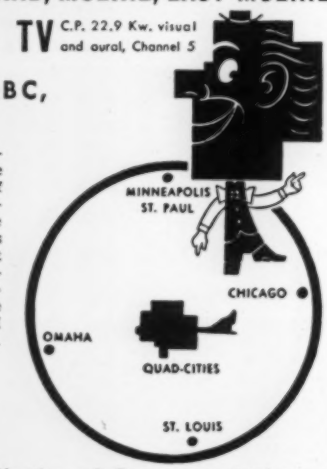
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad - Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager



DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

Two BIG reasons why you'll want...

...the 109 Type Reproducer Group!

1. Low intermodulation distortion

Naturally, the Western Electric 109 Type Reproducer Group gives you extremely low *harmonic* distortion. But here's a still more important point—its advanced design practically eliminates *intermodulation* distortion.

Intermodulation distortion is one of the important factors that cause the "fuzziness" so often heard in the reproduction of the higher frequencies. Tests *prove* that the moving coil principle of reproduction, used in the 9 Type Reproducer, introduces far less intermodulation distortion than other currently used methods. That's *one* reason why the 109 gives exceptionally "clean" reproduction!

2. Wide, uniform frequency response

The combination of the 9 Type Reproducer and the equalizer used in the 109 Group is carefully designed for uniform frequency response—and this 7-position equalizer permits correction for any of the more commonly used recording characteristics. With the 109 Group, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.

The 109 Type Reproducer Group is *available from stock*—place your order with our local Graybar Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Immediate replacements on 9 Type Reproducers

If your 9 Type Reproducer needs repairs, send it to your Graybar District Warehouse—you can get a *factory-rebuilt* replacement immediately from stock.

Distributed by Graybar — Offices in 100 Principal Cities

Western Electric

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co. IN CANADA—Northern Electric Co., Ltd.

WCAM HIT

Religious Group Files Bias Charge With FCC

CHARGES of discrimination and censorship in religious programming were made against city-owned WCAM Camden, N. J., last week in petitions filed with FCC by evangelical New Jersey Council of Christian Churches and The Bible Presbyterian Church, Collingswood, N. J. Revocation or suspension of license is asked unless WCAM policy is changed.

A spokesman for the religious group last week told BROADCASTING that similar complaints are in preparation which will be filed against a national network and an unidentified number of stations "in the Mid-Atlantic states."

Cited in the petitions to FCC were WCAM's refusal to continue selling time for religious programs and alleged discrimination and censorship in apportionment of sustaining time.

The complaint presented the Commission last week further revealed a resolution, adopted at a mass meeting in late March and sent to several Congressional committees, requesting investigation of FCC, "particularly the associate general counsel."

The resolution states "it is common talk" that within FCC "there are in high places men who are radical and pro-Russian in their sympathies." The request for Congressional inquiry pointed out that local stations are "prohibited by demands" of FCC from selling time to religion while they "are required by law to sell time to the Communist Party, and may, without restrictions, sell time to the liquor interests and the gambling interests, as the race tracks."

"It is our belief," the resolution said, "that religion should have as much right in the free competitive market to buy time as any other element of society. We protest the continual putting off the air of Gospel programs which the people desire, and we request that it be written into the law that religion be given the right to buy time on the air waves." The petition to FCC proposed such a rule.

The resolution was directed to the "House Committee on Un-American Activities and the Committees of the Senate and House responsible for the consideration" of the FCC. A Senate Interstate & Foreign Commerce Committee representative stated he recalled the resolution but "couldn't put his finger on it."

Innumerable letters and petitions on the WCAM case were received by the Senate committee, it was said, and a form letter reply was sent over the signature of Sen. Edwin C. Johnson (D-Col.), chairman. The letter pointed out FCC has no rule curtailing religious programs to specified hours and the decision is solely that of the licensee.

The spokesman for the comparable House committee recalled the resolution only vaguely while the House Un-American Activities Committee said it had no record of the resolution. None of the committees reportedly plan any action regarding religious broadcasting.

The New Jersey Council of Christian Churches, affiliated with the national American Council of Christian Churches, in its petition to FCC alleged WCAM has violated the Communications Act, the Commission rules and regulations and the FCC order of Sept. 17, 1948, granting WCAM license renewal.

Earlier FCC had proposed to deny license renewal on grounds the City of Camden gave operating program control to a time brokerage firm, Mack Radio Sales. But upon showing that city officials would have full control the renewal was granted and assignment was changed from 500 w daytime to 250 w fulltime on 1310 kc. This action separated many years of share-time operation between WCAM and WCAP Asbury Park and WTNJ Trenton, N. J. [BROADCASTING, Sept. 20, 1948].

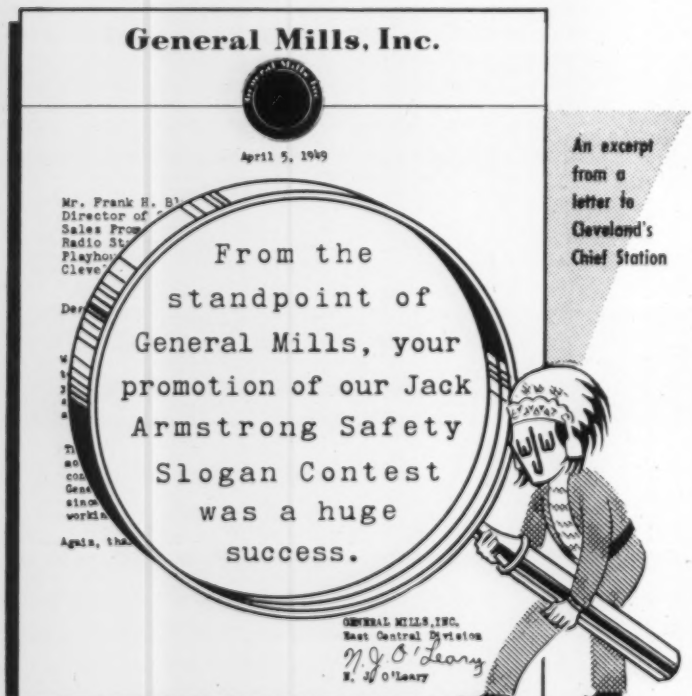
The New Jersey Council told FCC that WCAM totally disregarded the large church group it represented when the station revised its programming in January 1949. The council alleged WCAM did this despite program promises it had made to the Commission in its renewal application and despite the council's request for notice of any policy change. This change "has systematically excluded religious broadcasters affiliated with petitioner," FCC was told.

The Bible Presbyterian Church petition was similar to that of the council. In addition, it said the WCAM policy change canceled the full-hour, sponsored, Sunday morning broadcasts of its church service. The program had been on the air in excess of ten years, it was said.

The council's proposed new rule for FCC aplications was:

Each application shall be specific with regard to a showing that the operation of the broadcast facilities will be with a properly balanced program, which will meet the needs of the area to be served. In this regard, no religious, educational, cultural or public discussion programs shall be deemed inappropriate for commercial sponsorship, and such programs may be broadcast on a sustaining basis in addition thereto.

The radio committee of the New Jersey Council of Christian Churches, which signed its petition, includes Howard W. Kiefer, chairman, John B. Milby, Newton C. Conant and Carl McIntire. Mr. McIntire also signed for the Bible Presbyterian Church. Attorney for both groups is William K. Dickey Jr., Camden.


General Mills, Inc.
April 5, 1949
An excerpt from a letter to Cleveland's Chief Station
From the standpoint of General Mills, your promotion of our Jack Armstrong Safety Slogan Contest was a huge success.
GENERAL MILLS, INC.
East Central Division
M. J. O'Leary

BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

CUBA PLANS

To Adhere to Expired NARBA

CUBA has indicated informally that it will not violate provisions of the expired NARBA despite its unwillingness to sign another extension of the pact, the NAB NARBA Committee was told at a Washington meeting Thursday.

The State Dept. has no official assurance that Cuba will adhere to NARBA, it was learned, but the expressed intent to adhere was accepted in industry circles as an encouraging sign. The second NARBA agreement expired March 29.

Fear had been expressed that Cuba might violate NARBA principles, especially in view of its interference problems with Mexican stations. The latest word from Havana, however, was accepted as an indication that the *status quo* will continue in North American broadcasting.

The third NARBA meeting will start Sept. 9 at Montreal. The NAB NARBA Committee expressed concern at its Thursday meeting over failure of U. S. NARBA proposals to include a clause for maintenance of the status quo between negotiation of an agreement and the time it goes into effect.

The committee reviewed the United States' NARBA proposals and discussed lack of proposals covering such subjects as superpower and clear channels, as well as FCC delay in reaching policy decisions.

Several chapters of a book on international broadcasting being prepared by Forney A. Rankin, executive assistant to NAB President Justin Miller, at the direction of the NAB, were reviewed by the committee. NAB's position in making its policy, legal and engineering services available to federal agencies in working out international problems was reaffirmed by the committee.

Attending the Thursday meeting were G. Richard Shafto, WIS Columbia, S. C., chairman of the committee and an NAB director; John H. DeWitt, WSM Nashville; Mr. Rankin; T. A. M. Craven, consultant; Everett Dillard, WASH (FM) Washington, Calvin J. Smith, KFAC Los Angeles, and Henry W. Slavick, WMC Memphis, all NAB directors and Royal V. Howard, NAB director of engineering.

DONAHUE NAMED

To Mountain-Midland Post

DONALD A. DONAHUE, formerly eastern sales manager of Lorenzen & Thompson, has been appointed national sales manager of the Mountain-Midland Stations, according to a May 11 announcement. Mr. Donahue is at Suite 1208, 331 Madison Ave., New York, telephone: Vanderbilt 6-0060. Another office is at 35 E. Wacker Drive, Chicago, telephone: Central 6-0980.

Mr. Donahue

Salute to Radio

FOR OUTSTANDING PUBLIC SERVICE IN FIRE PREVENTION

The National Board of Fire Underwriters announces the annual awards for public service in fire prevention during 1948—

GOLD MEDAL *to the radio station whose campaign, in the opinion of impartial judges, has been most effective in the fight against fire in its community.*

HONORABLE MENTION CITATIONS *to five radio stations for distinguished achievement through their campaigns.*

Throughout the year hundreds of radio stations all over the United States have contributed their efforts to this important cause. They have helped the drive for modern fire fighting equipment and more effective fire departments . . . they have encouraged better fire safety laws . . . they have stimulated the work of civic organizations . . . they have shown literally millions of listeners how to prevent fires in their homes and on their farms.

The work of all of these radio stations has unquestionably saved lives and irreplaceable property . . . and will continue to save lives and property in the years to come.

Salute to radio . . .

. . . for a job well done . . . a job worth doing.

AWARDS FOR 1948

GOLD MEDALIST

WOWO
Fort Wayne, Ind.

for its outstanding public service in sponsoring fire prevention, farm safety, home safety, holiday safety, and accident prevention campaigns, culminating in comprehensive coverage of Fire Prevention Week. As a feature of its Fire Prevention Week program, WOWO sponsored a mass fire drill among schools throughout its listening area, bringing a dramatic lesson in fire safety to thousands of students.

Honorable Mention Citations

WEBR Buffalo, N. Y.

for its outstanding public service in sponsoring weekly fire department interviews of great interest and for its all-around efforts in behalf of fire prevention.

KNBC San Francisco, Calif.

for its continuing efforts in behalf of forest fire prevention, as evidenced by its dramatic "Ranger Bill" and "Forests Aflame" programs.

KELO Sioux Falls, S. D.

for its comprehensive work in fire prevention, which included on-the-spot broadcasts, a farm safety contest, and continuous use of spot announcements.

KOGT Orange, Texas

for its outstanding efforts for fire prevention, as shown by its weekly Fire Marshal's Program for children, its daily Fire Prevention Week program, and its spot announcements throughout the year.

WNEW New York, N. Y.

for its recorded musical jingles on fire prevention which it made available to nearly 1000 radio stations throughout the nation.

JUDGES

Michael Hanna, *General Manager*, WHCU, Ithaca, N. Y.
Barry Mahool, *Radio Director*, American Heritage Foundation, New York, N. Y.
Bernard Mullins, *Director of Public Relations*, WTIC, Hartford, Conn.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

TV EMPLOYMENT Nears 4,000—Doherty

TELEVISION staff employment is near the 4,000 mark, not including talent employed by agencies, and wage scales are similar to AM rates, according to a study of TV employment and wages at 38 stations by Richard P. Doherty, NAB director of employe-employer relations.

The average station employs 46 fulltime persons with a weekly payroll of $4,310, the survey shows. Each of the networks employs an average of 290 fulltime persons with a weekly payroll of $29,433 for its New York operations.

The survey shows TV employes about 10% as many fulltime staff persons as the AM-FM industry. The conclusion is based on an estimated fulltime TV staff of 3,456 persons as of last February by the 57 stations, including networks, then on the air. Adding the February-May increase plus employes in stations preparing to go on the air, fulltime staff employment "undoubtedly now equals or exceeds 3,800 persons and may, indeed, reach 4,000 persons," according to Mr. Doherty. These estimates are projected from data supplied by TV stations.

The survey's 38 stations include four engaged solely in TV and 34 integrated with AM operations. Three national networks provided the data used for average per-network New York operations.

Job Category	38 Stations No. Persons	38 Stations Percent	Combined Networks (New York City) No. Persons	Combined Networks (New York City) Percent
1. Technical Personnel	885	50.23	393	45.17
2. Film Personnel	146	8.27	57	6.55
3. Program Personnel	380	21.54	213	24.48
4. Administrative Personnel	285	16.15	171	19.65
5. Sales Personnel	67	3.81	36	4.14
Totals	1,763		870	

Summarizing the results, the survey shows:

Average per station weekly television payroll (38 stations, exclusive of networks), $4,310. Average per network weekly TV payroll, $29,433.

Total TV employment for 38 stations and the networks: Fulltime, 2,632; parttime, 920; total, 3,552.

Average per station employment (38 stations, exclusive of networks): Fulltime, 46; parttime, 20; total, 66.

Average per network employment (New York operations only) of three combined networks: Fulltime, 290; parttime, 48; total, 338.

Pattern of fulltime employment for the 38 stations and the national networks is shown in table above.

With an average fulltime staff of 46 at stations, individual operations vary widely from this average, depending on whether they are integrated with AM and/or FM; degree AM-FM staff is used parttime on TV; number of hours operated; amount of live (studio and remote) broadcasting; ratio of network programs carried to number of hours of locally produced programs. Twelve stations have fewer than 29 employes, nine have 30-39 and the rest range up to two stations having over 100 employes.

Parttime employes include freelance; staff personnel regularly spreading their work week between TV and AM-FM but not spending greater part of time in TV; persons employed for less than a full work week. Information on parttime workers is obscure, according to the study, since most workers at AM-TV stations are classed as parttime TV employes.

Stations reported 64% of parttime workers are in programming; 24% in administrative; 7% in sales, promotion and publicity; 5% in technical activities. Specific jobs for which the largest number of parttime workers are used are: first, actors and singers; second, musicians; third, clerical and stenographic; fourth, building and service; fifth, announcers; sixth, salesmen; seventh, engineers.

The survey shows TV wage rates are similar to AM rates for comparable jobs. In the case of jobs for which there is no aural counterpart, such as projectionists, movie cameramen, film editors, etc., the wage brackets generally follow those of engineers.

Some types of TV workers are in limited supply, including supervisors and producers, it is pointed out, and the wages are higher than comparable AM scales.

Considerable readjustment is foreseen in specific wage scales before they reflect the importance of jobs, the supply-demand element now being a factor.

TV employment patterns are still in a state of flux and many jobs differ from station to station, it is stated. Among jobs not common to AM-FM stations are mike boom operator; video switcher; relay operator; artists (scenery and title); art director; stagehands; projectionists; film director; film editor; movie cameramen; film technicians, including splicers, cutters, screeners, etc.; laboratory men; dolly pushers; casting directors; kinescope recording engineers; property men; production or operations coordinators.

'TELEVISION TODAY'

CBS Documentary Film Shown by WOIC(TV)

THE place of TV in the modern world was depicted via the CBS documentary film, "Television Today," shown to the Washington Ad Club last Tuesday by WOIC(TV) Washington, CBS TV affiliate.

"Stopping the clock a few minutes," the film shows "one phase" of television's passing history. Eugene S. Thomas, WOIC manager, presented Arthur E. Duram, CBS TV sales promotion director, who said copies of the new film in 16 or 35mm size may be obtained from the network.

Victor M. Ratner, CBS vice president in charge of sales promotion and advertising, produced the film, which was photographed between midnight and dawn, with synchronized sound, in the new CBS Grand Central studios in New York. Location shots were made at homes of set owners, offices of advertising agencies, factories and other locales.

Narrator in the film continuity is George L. Moskovics, manager of sales development, CBS TV network. Only professional actors are those appearing in program excerpts.

Mr. Duram pointed out that television "is accepted as stable and mature though actually it is just a lusty infant." The film includes a resume of program types, including novelties, sports, news, drama, musicals and others, with shots of viewer reaction. Distribution of sets among different income groups is shown, with those in the medium bracket buying the most sets.

Retailers are the largest class of TV time buyers, it is explained, with TV's rapid growth as an advertising medium portrayed. By the end of 1949, according to the film, TV will be reaching half of the nation's buying power. Film scenes show programs in production.

In his introductory remarks Mr. Duram told the club CBS has issued a TV report under the title "Television Today." The ring-bound brochure, with over 60 pages of figures, charts, text and illustration, boils down the TV message to three words: "People Want It."

The TV situation is taken up in four parts: (1) The Size of Television; (2) Television in the Home; (3) Programs for These Homes; (4) The Advertising Record.

Set ownership passed the first million by Christmas 1948 and had reached 1,200,000 by March. Charts depict set production and project set ownership to about 18,000,000 by Jan. 1, 1954. Maps and charts show distribution of stations and sets, with analytical data on set buyers.

In elaborate detail the CBS study breaks down the audience, programming, ownership and advertising trends, analyzing circulation costs and showing how they are dropping. Aiding the low-cost trend is the combination of increasing circulation, high program ratings and large number of viewers-per-set, it is explained. Impact of TV on the audience, combining features of all other media, is portrayed, and success stories are cited.

Upcoming

May 19: Television Writers Guild craft meeting, RCA Exhibition Hall, New York.
May 20: AFRA Ball, Hotel Astor, New York.
May 21: Panel on "The Challenge of Television," sponsored by American Assn. of University Women, Willard Hotel, Washington.
May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta, Ga.
May 25: FTC hearing on proposed rules for mail order insurance industry, Rm. 322, FTC Bldg., Washington.
May 26-27: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 29-June 1: Advertising Federation of America 45th annual convention, Houston, Tex.
June 3: Kentucky Broadcasters Assn., Louisville.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.

BAB's Flying Start

(Continued from page 23)

contract practices. These are directed by Charles A. Batson, NAB staff officer who has been assistant to Mr. Mitchell. Lee Hart, NAB retail specialist, also has been working on several retail projects and has been operating as a one-woman flying squadron in staging retail and advertising clinics and addressing broadcast groups.

Another imminent project covers development of techniques to produce more revenue from newscasts and women's programs.

Coordinated with BAB will be the All-Radio Presentation, a separate corporation formed by NAB to prepare an industry sales promotion film. Head of All-Radio is Gordon Gray, WIP Philadelphia. The script is nearing the shooting stage. All-Radio will work closely with BAB. There has been some talk of utilizing the pending All-Radio charter as a vehicle for operation of BAB entirely outside the NAB administration.

Envisioned for BAB is complete autonomy, aside from NAB policy supervision through interlocking officials and directors. Even in its early operation within the NAB organization it is believed BAB will have its own information director operating in the New York headquarters.

The policy committee adopted the following general statement of principles for BAB's guidance:

(a) To promote the superior advantages of broadcasting as an advertising medium.
(b) To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.
(c) To expand the use of broadcasting as a medium for selling services and merchandise.
(d) To advance the profession of advertising generally as an essential part of our free enterprise economy.

NABET

(Continued from page 26)

yond eight hours, he will receive additionally, half-time. That means, it was said, that if he were paid $2 an hour and worked nine hours without eating, he would be paid double-time, plus half-time—or a total of $5 for his ninth hour.

Under the old meal-time provision, time and half-time were paid for the seventh and eighth hours and succeeding hours and meal periods were not mandatory. Now, except for emergencies, an engineer presumably can walk off the job during his seventh hour if he has not yet eaten.

The short turn-around provision also was revised. The penalty was increased from $1.25 an hour to $2.25 per hour for all time that encroaches upon a 12-hour rest period between tours of duty. Notice of daily starting times must be given 10 hours in advance but not later than 9 p.m. of the day in question.

A call-in on a day off must be on 72 hours notice or a penalty of $7.50 is charged. The old penalty was $5.00.

Senority also was given new treatment. The networks agreed that layoffs of all employes with two years standing may be subject of arbitration. Engineers with less than two years senority may be laid off only after discussion with the union and then, if no agreement is reached, only after submission of the issue to the national officers of both union and company, it was learned.

Arbitration also was provided on any working condition in which union and company are in disagreement. A further new arbitration clause permits such arbitration in 48 hours, instead of 20 days and permits the arbitration of a proposed practice. Hitherto, it was said, arbitration was possible only after a proposed practice had been carried into action.

It also was learned that arbitration may become so important a practice under the contract that a permanent arbitrator may be set up to handle the problems which may arise.

The establishment of such an official will itself be a matter for negotiation between NABET and the networks.

Top officials signing the contracts were: for NBC, John H. MacDonald, vice president in charge of finance; for ABC, Joseph A. McDonald, vice president, secretary and general attorney; for NABET, John R. McDonnell, president. Among those prominent at the bargaining table were Ernest de la Ossa, NBC director of personnel, and Clarence Westover, NABET's national executive secretary.

PHILLIPS H. LORD production, *David Harding, Counterspy* (ABC), has received *Magazine Digest* Good Radio Award of Month, for April.

RCA
TUBES ...
the standard of comparison
RCA 7C24
Use RCA tubes for dependability ... long life ... operating economy in FM transmitters
• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

$1 Million Contract

(Continued from page 23)

clear such purchases with the board of directors of CBS.

Mr. Stanton's contract is binding on any corporation which succeeds CBS either through merger, absorption or sale. The agreement cannot be assigned to any corporation save one which would succeed CBS as a result of such merger or sale.

The $100,000 a year salary guaranteed in his new contract is a substantial raise over his former pay.

Nowhere in the contract was Mr. Stanton's job specifically designated as president. He was described only as a "senior executive," but this was believed to have been a legal precaution inasmuch as there was no indication of a change in his job.

In 1948 Mr. Stanton was paid $70,096.30 in salary, fees and commissions, a $39,702.50 bonus and $9,367.95 insurance and pension payments.

The new contract provides that the CBS board of directors may pay him additional money, either in salary or bonuses, at their discretion. His pension rights continue.

The disclosure that Mr. Stanton had signed a contract covering a period of 20 years for continued service with CBS seemed to be quite adequate contradiction of reports published several months ago that he would leave CBS for duties elsewhere.

At the time that rumors of imminent departure from CBS were given currency in published reports, Mr. Stanton advised BROADCASTING he had no intentions of leaving [BROADCASTING, Feb. 21].

Mr. Stanton and his wife are at present in Europe on his first extended vacation since he joined the network as a minor member of the research department earning $60 a week in 1935.

Mr. Stanton, who has just turned 41, is the youngest network president. He became president of CBS Jan. 9, 1946, two months before his 38th birthday.

Mr. Stanton was hired by the network on the strength of a thesis, entitled "A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior," which he prepared for his Ph. D. degree at Ohio State U. and which he thoughtfully forwarded to CBS.

His rise at CBS was rapid. He was made an administrative vice president by the time he was 34.

NBC President Niles Trammell received $100,320 in salary and fees for his services as network head and NBC and RCA board member in 1948, plus $25,000 as "incentive compensation." His retirement payments were $5,901. ABC President Mark Woods received $75,000 (see story page 74). Frank White, who assumed the presidency of Mutual on May 1, reportedly has a three-year contract with salary and bonus provisions approaching $85,000 to $100,000 annually.

SALES MANAGER . . .

TIME AND PROGRAM SALES

ARE YOU THE MAN for an important sales and management post in the midwest headquarters of a leading radio and television station representative? The qualifications are, frankly, tough. But they'll earn an association with a stable, strongly-positioned company.

You'll bring us—

— A mature responsible sales executive able to do a big job on his own.

— Thorough radio station experience. (If you've had station rep experience, so much the better.)

— Hard hitting salesmanship of time and programs—ability to deal successfully with important agencies and advertisers.

We back you with—

— An agency-respected organization, a small list of outstanding stations in major markets and the complete sales tools for intelligent representation.

Write fully covering experience, personal data and salary requirement.

Box 121-B BROADCASTING

Milestones

Exchanging congratulations at Lennen & Mitchell's anniversary dinner are (l to r) Messrs. Rudolph and Madar; Ray Vir Den, president; Philip W. Lennen, chairman of the board of directors, and Messrs. Baker and Ude.

* * *

► Lennen & Mitchell Inc., New York, celebrated its 25th anniversary May 6 with a dinner at New York's Union Club for employes who have completed 20 years of service with agency. Those so honored were: Michael Madar, vice president in charge of production, who joined April 1, 1928; Myles E. Baker, manager of service department, who joined Jan. 23, 1929; Arthur H. Ude, space buyer, who joined Oct. 1, 1928, and John Rudolph, who joined on Jan. 23, 1929. Agency used occasion to reaffirm its allegiance to policies it adopted at its inception. It was also brought out that Lennen & Mitchell's first important client, P. Lorillard Co., New York, joined agency in July 1924 and has remained a client ever since.

► WPTF Raleigh, N. C., has issued invitations to a luncheon to be held May 17 in honor of its 20th anniversary of affiliation with NBC.

► WDAY Fargo, N. D., begins its 28th year of broadcasting May 22. Station was founded by Earl Reineke, president of station, in 1922. Kenneth Hance, vice president of KSTP Minneapolis-St. Paul, and Lawrence Hamm, president of Pierce Co. in Fargo, were partners of Mr. Reineke in the pioneer operation.

AM GRANTS

WTAX Increase Approved

POWER increase from 100 w to 250 w on 1240 kc fulltime to WTAX Springfield, Ill., and new AM station at Sterling, Ill., on 1240 kc with 100 w fulltime are favored by FCC in proposed decision reported last Thursday.

The new AM station is proposed to be granted to Blackhawk Broadcasting Co. FCC also proposed to deny bid of The Shelbyville Broadcasting Co. for new AM station at Shelbyville, Ill., on 1250 kc with 250 w daytime.

FCC eliminated the Shelbyville applicant from comparative consideration because it proposes to establish a Class IV local station on a Class III regional frequency, contrary to the Commission's rules and standards.

Both the increased WTAX operation and the new Sterling station would cause interference of varying degrees to other existing stations but the Commission did not consider any situation severe enough to warrant denial in view of the added services rendered.

WTAX is licensed to WTAX Inc. which is headed by Oliver J. Keller, president and majority owner. Ownership of other applicants:

Sterling, Ill.—Blackhawk Broadcasting Co., 1240 kc, 100 w, unlimited. Principals: Sam Bartlett, network and station producer-director for many years, president 54.6%; his wife, Lillian Bartlett, vice president 24.7%. Subscriber to about 1% of stock is Peter Diem, commercial artist, who has renounced his German citizenship and made application for U. S. citizenship. There are about a dozen other minor stockholders.

Shelbyville, Ill.—The Shelbyville Broadcasting Co., 1250 kc, 250 w, daytime. Partnership: Glen Clawson, in real estate and transportation business, 57.12%; his wife, Janice Clawson, 14.28%; their son, Gerald Clawson, radio entertainer, 21.42%, and Wayne Barker, farmer, 7.14%.

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WILS LANSING

FCC Proposes to Okay Switch

PROPOSED decision was reported by FCC last Wednesday to grant application of WILS Lansing, Mich., for switch from 500 w daytime on 1430 kc to 1 kw fulltime on 1320 kc, directionalized at night.

The Commission would deny competitive bids of Central Michigan Radio Corp. and Charlotte Broadcasting Co. for new stations at Lansing and Charlotte, Mich., respectively, with same facilities to be given WILS. Comrs. Wayne Coy, Frieda B. Hennock and George E. Sterling did not participate.

FCC disqualified the Charlotte proposal on grounds it would be an inefficient use of the regional Class III-B assignment in that small community. It found the proposal did not meet its engineering standards regarding interference-free coverage. The decision further noted the applicant's failure to substantiate the need for a station by contacting people in the community. Similarly, program plans were held to be unsubstantiated.

The Commission chose WILS upon finding that the Central Michigan Radio Corp.'s proposed outlet would cause nighttime interference to WKIX Columbia, S. C. On most other points FCC found the two applicants to be equally favored. However, on program proposals it declared "the Commission can place greater reliance on the proposals" of WILS "because they are supported by WILS' record of past performance."

WILS is licensed to Lansing Broadcasting Co. Firm is headed by Wellington A. Pomeroy, president and general manager.

Ownership of other applicants:

Lansing, Mich.—Central Michigan Radio Corp., 1320 kc, 1 kw fulltime, directional night. Principals: Thomas H. O'Brien, advertising manager of John Henry Co., store supplies firm, president and owner 751 of 1,500 shares common; Clayton W. Kuning, loan and credit analyst, Grand Rapids Central Bank, 349 shares. Six others share remaining interest.

Charlotte, Mich.—Charlotte Broadcasting Co., 1320 kc, 1 kw fulltime, directional night. Partnership: Robert Cain, with Wilcox-Gay Corp., recording equipment maker; Roy E. Kelley, owner regional Wolverine Network and International Advertisers Inc., and who assisted in organizing Associated Broadcasting Corp., fifth national network functioning 1944-45; George S. Norcross, Grand Rapids attorney; Roy M. Veenstra, Grand Rapids jeweler who has been associated in broadcast ventures with Messrs. Norcross and Kelley; Elmer Cain, retail grocer, Hillsdale, Mich.; Elmer A. Pearson, Hillsdale meat market owner.

DRUG, COSMETIC

Advertising Said False

FALSE and misleading advertising of drugs and cosmetics is on the increase, according to Jerome Trichter, assistant health commissioner of New York. Attributing the increase to harder selling and introduction of numerous new items, he said that since the first of the year a dozen cases have involved radio. The Health Department also had its first case involving a misleading television commercial. It intends to acquire a video receiver to supplement its radio monitoring, Mr. Trichter said.

His department will give an opinion to a broadcaster on a script in advance of its airing. The local law, which provides for fines for the advertiser up to $500 or imprisonment up to a year, does not hold the broadcaster or agency liable unless they withhold the name of the advertiser responsible for the misleading commercial or unless they fail to obey a cease and desist order within five days of notice.

WCSI (FM) Open House

WCSI (FM) Columbus, Ind., is planning a pre-showing of its new studios to its clients and state and local officials May 25, Graeme Zimmer, radio director of Syndicate Theatres Inc., WCSI owners, announced last week. The studios and offices, now nearing completion in the Crump Theatre Bldg., Columbus, will be opened for public inspection May 26, Mr. Zimmer said.

'VOICE' FUNDS

McMahon Supports Increase

SUGGESTIONS to increase the funds for Voice of America operations drew the support of Sen. Brien McMahon (D-Conn.) last week on two different fronts—in an audience with President Truman and an address before the Atomic Energy group in New York City.

Earlier in the week—on Monday and Tuesday—George V. Allen, assistant secretary for public affairs, told a Senate Appropriations subcommittee that Russia's "tremendous" jamming efforts constituted the best argument for expanding Voice broadcasts. Mr. Allen testified on behalf of State Dept. for restoration of the $2 million House cut in the overall information program.

Sen. McMahon told President Truman he is convinced "nothing is more important than telling the people of the world our position . . ." and added: "If we triple our Voice appropriations, we could well use it."

In New York, before the Teachers In-Service Training Course in Atomic Energy, Sen. McMahon called for a great "airlift" of information and education to the Russian people through Voice broadcasts and other methods.

Secretary Allen asked the Senate subcommittee for the full $36 million for fiscal 1950, based on the need for "additional signal strength." He told the group: "The Russians are jamming us right up to our shore lines. . . . If they didn't care what we said . . . they wouldn't be devoting themselves to this tremendous effort."

Also appearing with Mr. Allen were Charles Thayer, chief of International Broadcasting Division, and Lloyd Lehrbas, director of the Office of International Information.

WFJL(FM) CHICAGO

To Start Service May 22

LEWIS COLLEGE of Science and Technology's WFJL (FM) Chicago takes the air May 22. Station was built at a cost of more than $80,000, all contributed by Chicago-area Catholics. The Rev. Bernard J. Shell, ranking Chicago bishop, is WFJL's president. Other officers will be elected by the board of directors shortly.

Staff members include Jerry Keefe, Lewis College public relations director, general manager; Charles F. Sebastian, formerly of WHBF Rock Island, KSCJ Sioux City and WLS Chicago, assistant to the manager; Jim Ameche, program director; James J. Krakora Jr., chief engineer; Harold E. Ridgley, continuity editor; Rose-Marie McCarthy, dramatic director; Joe Dever, news commentator.

WFJL will operate on 93.1 mc (Channel 226) with effective radiated power of 29 kw. The six-bay antenna is 610 feet above ground.

TODAY..

We're back to selling.
YOUR BEST BET
TO SELL
IS

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Plattsburg, N. Y.
Joseph Hershey McGilvra
Nat. Rep.

—AND—

JOHNSTOWN-GLOVERSVILLE
Adam J. Young, Jr.
Nat. Rep.
WENT 1340 CBS

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Today — selling assumes major importance — so does ADVERTISING.

WEAV—WENT offers air-tested program ready for immediate and profitable sponsorship at costs that carry out the theme of MORE FOR YOUR MONEY.

You owe it to yourself to find out why WEAV — WENT is a good buy for the BUYERS MARKET.

WEAV 1000 WATTS
250 WATTS WENT

'IER CROSSROADS'

Kobak Urges Change

BRICKBATS and bouquets made the closing annual dinner of the 19th Institute for Education by Radio in Columbus May 8 a lively affair [BROADCASTING, May 9]. The brickbats came from Edgar Kobak, radio consultant and former MBS president, principal speaker at the dinner. Bouquets for the IER program and concept were voiced by Frieda B. Hennock, FCC Commissioner.

Mr. Kobak opened by saying that instead of the assigned topic, "Education at the Crossroads," his remarks would concern, "The IER at the Crossroads."

"I think the IER needs to take stock and change over to more adequately meeting the problems and challenges of the present time," he said. "I feel the Institute is slipping. It's in a rut, losing the support of the networks and the interest of the press. It lacks authoritativeness. . . .

"The IER needs to raise its sights, increase its stature, raise the quality and promotion of its program," he continued. Maybe it should study the advisability of moving. Certainly it should work to close the gap between certain groups here represented."

Mr. Kobak said that in his opinion "a new plan is needed for the IER." "It might be well," he said, "to consider merging the Institute with similar programs at some other universities."

In closing, he offered his time and services to help organize and promote a new institute for radio and television which he said should "look more closely into *how* to do things, and investigate methods and means for getting people to do them."

EDGAR KOBAK, former president of MBS and now consultant to network, and educators were present at 19th annual dinner held by Institute for Education by Radio at Columbus, Ohio, May 5-8: L to r: Mr. Kobak; I. Keith Tyler, IER director, and Harlan H. Hatcher, vice president of sponsoring Ohio State U., who was toastmaster at dinner.

* * *

Never in its history had the IER been subjected to a heavier barrage of criticism from a leading speaker at one of its general meetings. It was evident, however, that Mr. Kobak spoke the sentiments of many who heard him.

In contrast to Mr. Kobak, Miss Hennock advised the group: "Don't change, stick to education, be educators!" . From her first acquaintance with the Institute, Miss Hennock said that in her opinion "no program or project being pursued on any college or university campus in the nation is more important than this one here." "If I could have my way in Washington," she said, "I would like to require every applicant for an FCC license to broadcast to attend four days of Institute meetings and in that way get the feel of some of the problems of the industry and the manner in which you are discussing and coping with them."

Speaking directly to the educators, Miss Hennock said: "I consider TV your blackboard. Pick up the chalk and write upon it. I am going to try to keep that blackboard available for you as many hours of the day and in as many places as possible!"

Her bouquet for the Institute followed one delivered earlier in the sessions by Wayne Coy, FCC Chairman [BROADCASTING, May 9], who described IER as "the world's foremost forum for the study of broadcasting as an educational and cultural medium."

Dr. I. Keith Tyler, IER director, at the closing dinner, thanked representatives of commercial and educational radio for their attendance and interest, announcing that each one would be solicited for suggestions as to how to make the 1950 IER better.

This year's institute featured four general sessions around which were scheduled 28 clinics, work-study, and special interest group meetings covering four days (May 5-8).

VOICE of America operations were discussed by David Penn (l) of State Dept. at Institute for Education by Radio at Columbus, Ohio. Forney Rankin, NAB executive assistant to the president, presided at general session.

* * *

Speaking for AM radio during a panel discussion at the first general session May 5, John F. Patt, general manager of WGAR Cleveland, viewed television as "an expanded opportunity for radio, one complementing the other." He said "there is no ready answer to all this tremendous excitement over TV. In the last analysis the public will decide."

He hit as "ridiculous" the forecast that within three years radio will be finished. "TV is going to keep us on our toes to produce better programs—wider publicized for special occasions. It is well to bear in mind that with 2,000 AM stations, ours is the only medium through which the President can speak simultaneously to all the people."

Mr. Patt said he anticipated that radio advertising revenue will "level off and might decline." However, radio has certain unique advantages over TV, he said, and "it is up to radio to exploit these advantages."

The second general IER session Friday night was devoted entirely to television, the topic being: "What Will TV Do to American Life?" Presiding was James Law-

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For promotional plan tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B-5.

MICRO-LITE CO., INC.
44 West 18th St., New York City-11

OFF-RECORD session at Institute for Education by Radio centers about first woman FCC member, Comr. Frieda B. Hennock (center, light hat). Participants in three-hour session included (front row, l to r): Natalie Flatow, Girl Scouts of America; Blanche C. Young, Indianapolis public schools; Kay Saunders, Rochester; Caroline Burke, NBC-TV; Mrs. Horace J. Cochrun, San Francisco Radio Council; Adele Tunnick and Cecil Suffern, WNYE New York. Middle row: Henriette K. Harrison, YMCA-YWCA; Harriet Hester, AMA; Kathleen N. Lardie, WDTR Detroit; Mrs. I. Keith Tyler, Ohio School of the Air; Comr. Hennock; Judith Waller, NBC; Gertrude Broderick, U. S. Office of Education; Mrs. Clyde R. Butler, Cleveland Radio Council; Dorothy Kemble, MBS. Back row: Eloise Walton, Community Chest; Ruth Trexler, ABC; Marcia Kuyper, WSUI Iowa City; Elsie Dick, MBS; Clara Logan, Los Angeles Radio Council; Mrs. Donald Barger and Mrs. Charles G. Weeks, Cleveland Radio Council; Mary Collen McManus, Ohio State U.

rence Fly, general counsel, Independent TV Producers Assn., New York, and former FCC chairman.

In his opening remarks, Mr. Fly stated that television may well come to be the most powerful of all forces in terms of its effect upon public opinion, our social, political and economic philosophy, public enlightenment, entertainment and the nation's cultural pattern as a whole.

"We are in televison's boom era," Mr. Fly opined. "There are economic headaches and some failures ahead, but this is no Mississippi bubble and television will continue on the march gaining strength. However, I do not predict that radio is a dying industry. Radio will continue to support television and to live by its side."

Martin Gosch, president of Independent TV Producers Assn., declared that until TV can get out of the red ink, education and culture will not benefit much from the new medium. "The TV public is demonstrating its preference for warm, friendly, familiar things. Until the cost factor is considerably reduced, TV will certainly consist almost entirely of these shows of mass appeal. . . . It is my firm belief that the experience and knowledge of the educator added to the inherent values of TV—plus showmanship—can sell learning."

At the same meeting, Dallas W. Smythe, U. of Illinois Institute of Communications Research and formerly with the FCC, said that only scattered data is available on the long range effects of TV. "It is significant for the future of TV, however, that by a wide margin 'listening to the radio' is the most popular form of American recreation."

At a work-study session on religious broadcasts, Pearl Rosser, Chicago, International Council of Religious Education, expressed the belief that "proper utilization of radio and TV may help to bridge the gap between religion and education. Al Zink, WGY Schenectady, described a video religious series broadcast by his station. James Lawrence, KSD St. Louis, related some of his experiences in television newscasting.

At a clinic for schools and colleges using commercial stations, Clarence C. Moore, KOA Denver, said that stations had a right to expect salesmanship from colleges using their facilities. On the same panel were: Donley F. Fedderson, Northwestern U., James M. Morris, KOAC, Oregon State Agriculture College outlet, and Easter Straker, WIMA Lima.

Advances scored by the Voice of America were described by David Penn of the State Dept.'s International Broadcasting Division, a general session on the topic, "What Can Radio Contribute To World Peace?" He outlined the purpose and organization of these foreign language broadcasts and said: "The credence placed in the Voice of America by the peoples of Eastern Europe is an important trust. It has given us responsibilities to which we must remain ever alert."

Pierre Crenesse, head of the French Broadcasting System in the U.S., said that radio must assume the principal load in "destroying spiritual barriers between nations." George Voscovec, UNESCO Paris, also spoke. Forney Rankin, executive assistant to NAB's president, presided.

Clifford J. Durr, former FCC Commissioner, presided at the third general session on "How Educators Can Use Radio Effectively." This session was built around a report by Erik Barnouw of Columbia U., on radio's campaign against VD, which he helped write, direct and promote.

Praises Saudek

In introducing the panel members, Mr. Durr praised the "pioneering and courage" of Robert Saudek, ABC's vice president in charge of public affairs, saying that he had helped get the campaign over an important hurdle. Morris S. Novik, New York radio consultant, cited gains that had been made in New York's intensive 30-day campaign against VD and stated: "The same thing can be done with other problems including cancer, juvenile delinquency, housing and maybe even Taft-Hartley."

At a special interest group meeting dealing with video production, Clark Jones, WNBT (TV) New York, warned against "over-production" in TV programming. He advised that every camera move be plotted beforehand.

Youth discussion on radio and TV brought a report from Edward Stasheff, WPIX (TV) New York, on how his station telecasts *Junior Town Meeting*. Two difficulties he cited: Synchronizing mike and camera on the right speaker; keeping students from "acting like Henry Aldrich and Corliss Archer." At the same panel, Robert B. Macdougall, WAAT and WATV (TV) Newark, N. J., advocated that youth discussions on radio be commercially sponsored to secure the "highest in educational values."

Howard Donahoe, WILE Cambridge, Ohio, cited "public relations" as the most important factor in the successful operation of an independent station. He spoke in a panel that discussed programming the independent and regional station.

Southern Business

SPECIAL transcribed interview featuring H. R. Baukhage, news commentator, and William L. Clayton, former Under Secretary of State, is being offered stations free of charge by National Planning Assn., Washington. The nonprofit, nonpartisan group represents agriculture, business and labor. Fifteen minute platter, available the middle of this month, is based on report of NPA Committee of the South and is entitled " New Industry Comes to the South." Report describes survey of 88 large companies which located plants in the South. Information on interview may be obtained from NPA, 800 21st St., N. W., Washington.

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Eve.	12.6	11.2
Sat. Aft.	11.3	19.2
Sun.	7.7	9.9

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FM GRANTS

15 Authorizations Issued

CONSTRUCTION PERMITS for seven new commercial Class B FM stations and one Class A outlet were authorized by FCC May 5, two conditional grantees received regular permits and four permittees were granted modifications of their grants.

Permits were issued for two non-commercial FM stations.

The Class A commercial grant went to Seymour N. Siegel, director of radio communications for WNYC and WNYC-FM New York, for a station at Jersey City on Channel 276 (103.1 mc) with 700 w power and antenna height of 290 feet. FCC ruled that Mr. Siegel must sever his connection with WNYC-FM. Estimated construction cost of his new station: $15,000.

Granted construction permits for Class B outlets:

Princeton, W. Va.—Mountain Broadcasting Service Inc., Channel 227 (93.3 mc), ERP 3.6 kw, antenna 365 ft.; estimated cost $16,420 not counting land and buildings. Mountain Broadcasting Service Inc., is licensee of WLOH there.

Ames, Iowa—Ames Broadcasting Co., Channel 238 (95.5 mc), ERP 4.3 kw, antenna 300 ft.; estimated cost $14,468 exclusive of land and buildings. Ames Broadcasting Co. is licensee of KASI Ames.

Douglas, Ga.—WDMG Inc., Channel 239 (95.7 mc), ERP 4.9 kw, antenna 265 ft.; estimated cost exclusive of land and buildings $18,686. WDMG Inc. is licensee of WDMG Douglas.

Mattoon, Ill.—Mattoon Broadcasting Co., Channel 245 (96.9 mc), ERP 23 kw, antenna 190 ft.; estimated cost $16,500 exclusive of land and buildings. AM affiliate WLBH Mattoon.

Hattiesburg, Miss. — Forrest Broadcasting Co., Channel 250 (97.9 mc), ERP 2 kw, antenna height 310 ft.; estimated cost $2,450, which includes only the cost of transmitter and frequency modulation monitor. Forrest is licensee of WFOR Hattiesburg.

Hutchinson, Kan. — Radio Station KWBW, Channel 226 (93.1 mc), ERP 3 kw, antenna height 310 ft. Company is licensee of KWBW Hutchinson. (Previously held conditional grant.)

Toledo, Ohio—Unity Corp., Channel 260 (99.9 mc) ERP 9.7 kw, antenna height 160 ft. AM affiliate WTOD Toledo. (Previously held conditional grant).

Chicago — Gale Broadcasting Co., granted CP for new Class B FM station, Channel 290 (105.9 mc) ERP 9.3 kw, antenna height 300 ft.; estimated cost $16,250 excluding land and buildings; in lieu of Class A presently authorized.

Modifications of CP

Following were granted modification of CP's in lieu of previous conditions:

W K A X - F M Birmingham, Ala. — Change antenna from 185 ft. to 190 ft.

W C O V - F M Montgomery, Ala. — Change power from 15.5 kw to 5.1 kw; antenna from 390 ft. to 230 ft.

KFEL-FM Denver, Col. — Change power from 8.5 kw to 21 kw; antenna from 115 ft. to 110 ft.

K W R N - F M Reno, Nev.—Change power from 10 kw to 10.5 kw; antenna from 2,750 ft. to 2,800 ft.

Construction permits to replace expired CP's were granted KDNT-FM Denton, Tex.; WAND-FM Canton, Ohio; WMBO-FM Auburn, N. Y., expiration date to be Aug. 4.

CP's for two non-commercial educational stations:

Oceanside, Calif.—Oceanside-Carlsbad Union High School District, Channel 209 (89.7 mc), 10 w; estimated cost $6,588 exclusive of land.

Los Angeles—Long Beach Board of Education, Unified School District, Channel 201 (88.1 mc), 10 w; estimated cost $7,120 exclusive of land and buildings.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
APRIL 3-9

Current Rank	Previous Rank	Program	Homes (000)	Current Rating %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	11,776	31.3	−2.7
2	2	Godfrey's Talent Scouts	9,218	24.5	−1.8
3	5	Jack Benny	9,142	24.3	+2.5
4	7	Walter Winchell	8,051	21.4	+0.8
5	4	My Friend Irma	8,051	21.4	−2.1
6	3	Fibber McGee and Molly	7,713	20.5	−4.7
7	13	Mr. Keen	7,374	19.6	+1.3
8	12	Suspense	7,111	18.9	+0.4
9	11	Amos 'n' Andy	6,885	18.3	−0.4
10	8	Mr. District Attorney	6,847	18.2	−0.9
11	6	Bob Hope	6,697	17.8	−3.5
12	14	Mr. and Mrs. North	6,584	17.5	−0.5
13	19	Inner Sanctum	6,584	17.5	+0.3
14	16	Adventures of Sam Spade	6,471	17.2	−0.5
15	22	Crime Photographer	6,434	17.1	+0.3
16	9	Mystery Theatre	6,434	17.1	−1.9
17	23	Truth or Consequences	6,358	16.9	+0.4
18	31	Duffy's Tavern	6,283	16.7	+1.4
19	18	FBI in Peace and War	6,245	16.6	−0.7
20	21	Stop the Music (4th qtr.)	6,133	16.3	−0.5
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	5,606	14.9	−1.1
2	3	Counter-Spy	4,703	12.5	−0.8
3	2	Beulah Show	4,552	12.1	−1.3
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	4,552	12.1	−0.4
2	2	When a Girl Marries	3,838	10.2	−0.2
3	5	Ma Perkins (CBS)	3,762	10.0	+0.1
4	4	Young Widder Brown	3,725	9.9	−0.1
5	19	My True Story	3,537	9.4	+1.0
6	11	Wendy Warren	3,499	9.3	+0.2
7	3	Arthur Godfrey (Nabisco)	3,461	9.2	−1.1
8	10	Our Gal, Sunday	3,461	9.2	−0.3
9	13	Guiding Light	3,386	9.0	+0.1
10	6	Right to Happiness	3,348	8.9	−0.8
11	12	Romance of Helen Trent	3,348	8.9	−0.2
12	7	Pepper Young's Family	3,273	8.7	−0.9
13	9	Backstage Wife	3,236	8.6	−0.9
14	14	Rosemary	3,198	8.5	−0.2
15	16	Aunt Jenny	3,198	8.5	0.0
DAY, SATURDAY					
1	1	Armstrong Theatre	4,703	12.5	+0.3
2	2	Grand Central Station	4,139	11.0	+0.7
3	5	Junior Miss	3,687	9.8	+0.6
DAY, SUNDAY					
1	2	True Detective Mysteries	3,913	10.4	−0.5
2	1	Quick as a Flash	3,461	9.2	−2.6
3	4	House of Mystery	3,236	8.6	−0.1

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FTC RULES

Amended to Expedite Trials

AMENDMENTS to its Rules of Practice, designed primarily to expedite trial of cases, were announced Wednesday by Federal Trade Commission. Principal effects will be to limit the volume of interlocutory appeals to the Commission from rulings by the trial examiner, and to require most motions to be addressed initially to him.

Amended rules seek to reduce to a minimum delays occasioned by appeals to the Commission while a proceeding is pending before a trial examiner. To avoid such delays, FTC said, appeals from rulings generally will be reserved for the Commission's consideration when a case is presented on its merits at the close of hearings. Provision is made for interlocutory appeals if it is shown "that the prompt decision of such appeal is necessary to prevent unusual delay and expense," FTC said.

WPAT Paterson, N. J., broadcast luncheon of judges which selected winners of essay contest on interior decorating conducted by station for sponsor Henders Inc.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

CABARET

On records: Patti Page—Mer. 5290; Rosemary Clooney—Col. 38501; Eve Young—Vic. 20-3412; Do, Ray & Me Trio—Com. 7550; Al Grant—King 15004; Helen Lee—Bullet 1077.

On Transcriptions: Lawrence Welk—Standard; Novatime Trio—NBC Thesaurus; Chuck Foster—Lang-Worth; Mindy Carson—Associated.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Programs

MYSTERY voice, money giveaway telephone quiz, write-in, and mystery tune are all rolled into one on WIRE Indianapolis's new *Who's Talking?* program. Each day m.c. plays mystery voice—Who's Talking?—for the audience. Then he calls specially selected phone number (three are called each day). First person called has chance to identify Who's Talking?—for $5. If identity is missed person called receives consolation prize and $5 is added to prize jackpot for next person called. M. C. then plays first mystery tune of the day, advising those who want to write-in that they must identify this tune and one other in addition to Who's Talking? Write-in winner wins whatever jackpot exists at close of one day's program. All in all, m. c. makes three calls per program, plays two mystery tunes and plays transcribed voice of Who's Talking? five times.

'Breakfast With Tourists'

ORIGINATING at local hotels and featuring story of the week is WMAL Washington's new *Breakfast With Tourists*. Honeymooners, small children on their first visit to Washington, octogenarians, any visitors to the Capital who have an interesting story to tell will be heard. Each week Washington correspondent for the tourist's hometown paper will appear on program and recording will be sent to tourist's home town station for rebroadcast. Passes to places of interest in Washington are awarded to tourists appearing on program.

Full Mass Broadcast

BROADCAST of an entire mass is being heard every Sunday morning from Catholic Chapel at Fort Ord, Calif. Broadcast is under direction of the Radio Section, Army Public Information Office, and is heard over KDON Monterey, Calif., 9:30-10 a.m. Army officials state that listeners, both Catholics and those of other faiths, report the manner in which the broadcast is handled gives a clearer understanding and interpretation of the mass.

Luncheon Quiz

NEWEST program on WNJR Newark, N. J., is *Luncheon at the Sheraton*, quiz show broadcast direct from Newark's Hotel Sheraton. Quiz portion is made up of questions based on front page stories in newspapers published day before broadcast. Contestants are selected from audience and asked to answer three questions. Prizes are awarded for each answer, increasing in value as quiz progresses. At end of each show, grand prize is offered to contestant who has answered his questions in shortest possible time. Program is sponsored by Brookdale beverages, George Spivey, portrait photographer, and Mayflower Industries (for Coolerator). Carl Ide is m.c.

'Court' on CBS-TV

WCAU-TV Philadelphia's *Court Is in Session* [BROADCASTING, Feb. 14], hour-long weekly series of fictional jury trials, telecast from city's Common Pleas Court, is being aired on CBS-TV, Tuesdays, 8-9 p.m. Program is sponsored, in Philadelphia only, by Yellow Cab Co., through Al Paul Lefton Co., that city.

Show Stars 13-Year-Old

NEW WNAC Boston program, *Talent Quest*, Saturdays, 9:45-10 a.m., stars 13-year-old Emelie Marie of Medford, Mass., as "songstress of ceremonies." The series, sponsored by Gentle's Baking Co., made its debut April 30. The show's producers are looking for teenagers with musical talent. Each week listeners will select the top performer. The best entertainer at the end of six weeks will be awarded a full-year scholarship to the Phil Saltman School, Boston.

Series on Family

MORE than 1,000 stations in the U. S. and Canada launched a Saturday series, *Home Sweet Home*, April 30 as part of the observance of National Family Week, May 2-7. Series, to run for six weeks, deals with problems of living together in the family as preparation for living together in the world. Programs are prepared under auspices of The Upper Room, devotional guide, and are written and produced by Carlton E. Morse, producer of *One Man's Family*.

Home Buyers' Aid

HOMEBUILDERS Assn. of Allegheny County (Pa.) is sponsoring new series of weekly programs, *Your Home*, at 12:45 p.m. each Sunday over WCAE Pittsburgh. Program is designed to help individuals in purchasing homes.

'Uncle Eddie Club'

CHILDREN's program featuring letters, birthday greetings, special instructions about conduct and "thought for the day" has been started by WPJP (FM) Providence, R. I. Titled *Uncle Eddie Club*, only requirement for membership is penny postcard with name, address and age. Program also features personalized, recorded greeting to youngsters.

Popular Music of Past

NEW entertainment program on WPEN Philadelphia is live broadcast of piano music of popular melodies of the past. Wedgewood Nowell plays the piano and identifies the music. Background stories to each of these are narrated by Mr. Nowell. Show is aired Saturdays, 7:30-8 p.m.

'Domestic Relations Clinic'

E. R. HOOD, known as the "Domestic Relations Counselor," is now airing his program, *The Domestic Relations Clinic*, on KFWB Los Angeles. Latest feature of program is one in which person with love or marriage problem comes to studio and airs his or her difficulty. Counselor then offers suggestions. Listeners are invited to write helpful suggestions to persons interviewed.

'Police Beat'

DESIGNED to describe work of Dayton, Ohio's, police force, to inform listeners how to avoid becoming victims of various crimes and rackets, and to deter crime is WONE Dayton's new program *Police Beat*. Show offers ten-minute local crime news summary Mon.-Sat. at 12:35 p.m. Sgt. Richard C. Grundish, former Dayton newspaperman, writes and narrates each script.

Religious News

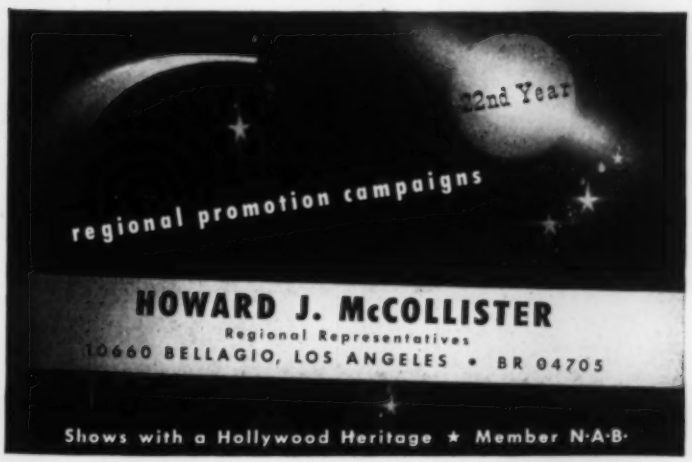
PROGRAM of religious news, *Thru the Eyes of Religion*, is being telecast by WRGB(TV) Schenectady, N. Y., in cooperation with Religious News Service, New York, Councils of Churches of Troy and Schenectady, and Federation of Churches of Christ in Albany. Initial program—presentation of Protestant, Roman Catholic and Jewish news—combined use of maps, RNS photos and live shots. Commentators and writers of program are Rev. Harold J. Quigley and Rev. Richard Cummings of Troy.

'Spinning Images'

TELEVISION disc jockey show *Spinning Images*, featuring use of illuminated drawing board which permits artist to work freely and yet remain invisible to cameras and TV audience, is being telecast by WMCT(TV) Memphis. All that is visible to audience is a moving point which leaves a visible line. Cartoons thus created provide "video," while record is being played. Artist cartoons his impressions of record. Jay Scott originated program and drawing board idea.

Parenthood Series

HUMAN interest stories and information for parents and prospective parents are featured on new WHAT Philadelphia series, *Planned Parenthood on the Air*. Program, launched April 29, is heard Fridays at 10:30 a.m. It is sponsored by the Planned Parenthood Assn. of Philadelphia.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Don't Take My Word, Take My Heart
DJ-700
FREDDY Martin
Portrait of Jennie
If You Could Care
DJ-701
* "DJ" records are special pressings — for radio station use only!
RCA VICTOR RECORDS

May 5 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorizations were granted by FCC for seven new Class B FM stations and one Class A station; CP's to replace expired CP's were granted three FM outlets; one station was granted switch to Class B in lieu of Class A facilities; four CP holders were granted changes of facilities; two non-commercial educational outlets were granted CP's (See story this issue).

Allocation Change

Commission announced proposal to amend revised tentative allocation plan to delete Channel 222 (92.3 mc) from Greensboro, N. C., and assign it to Asheboro, N. C.

Extension Granted

WMBR-TV Jacksonville, Fla.—Denied petition insofar as it requests approval of proposed 500 w interim operation of WMBR-TV; granted petition for reconsideration in all other respects, removed application for extension of completion date from hearing docket and granted extension for completion of construction of 5 kw trans to Nov. 3.

Extension Denied

WEEK-TV Peoria, Ill.—On basis of apparent lack of diligence of permittee denied application for extension of completion date from April 18 to Nov. 24, 1949; informed applicant that if it requests hearing within 20 days, denial will be set aside pending outcome.

Reinstatement of CP

W6XAO Hollywood, Calif. — Granted application to reinstate CP for experimental TV station and extend completion date for six mos; placed application mod CP [to change trans site, increase power and make equipment changes] in pending file.

Assignment of License

KPAS Banning, Calif.—Granted assignment of license from Carl Phillips, Robert W. Phillips and John Phillips, to William T. Smith and David Robbins for $52,500.

WGL Fort Wayne, Ind. — Accepted amendment by News-Sentinel Broadcasting Co. to extend effective date of agreement to purchase WGL and associated stations in Fort Wayne from Farnsworth, to revise program statistical data, revise officers and directors of assignee corp, amend data regarding proposed staffing of WGL. Anthony Wayne Radio Co. Inc. is competing applicant in hearing scheduled for May 16, 1949.

Revocation

WINZ Hollywood, Fla.—Ordered license and CP revoked on basis of violations of Commission's rules and regulations and standards of good engineering practice, including notices served upon the licensee. Latter has 15 days to request hearing, which would suspend revocation until decision in hearing. WINZ is licensed to operate on 940 kc, 1 kw D, has CP for 1 kw unl. DA, is applicant for mod. to use 50 kw-D 1 kw-N.

Hearing Continued

Greenwich Broadcasting Corp., Greenwich, Conn.—Ordered that hearing on application Greenwich Broadcasting Co. for new station to operate on 1490 kc, 250 w, unl be continued indefinitely.

Transfer of Control

WLAU Laurel, Miss.—Granted voluntary relinquishment of control Southland Broadcasting Co. by Hugh M. Smith and acquisition negative control by James V. Willson and C. H. Leggett, by sales of 50.18% from Hugh M. Smith to James V. Willson for consideration of $27,181 and issuance of one additional share capital stock to Leggett (now holding 49.82%) for $181, in order to equalize stock ownership.

WROD Daytona Beach, Fla.—Granted acquisition of negative control of Daytona Beach Broadcasting Corp. by transfer of 25% of stock from Wade R. Sperry to Lakeland Broadcasting Corp. for $20,000.

Assignment of CP

KTAT Frederick, Okla. — Granted voluntary assignment of CP from J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones, to partnership composed of these three persons and Jack W. Oswalt.

KFRD Rosenberg, Tex.—Granted assignment of CP from Fort Bend County Broadcasting Co., J. E. Junker, trustee, to Fort Bend Broadcasting Co., new corp.

Assignment of License

WINX and W3XOT Washington, D. C. — Granted assignment license WINX and associated facilities from WINX Broadcasting Co. to William A. Banks for consideration of $130,000.

ACTIONS OF THE FCC

MAY 5 TO MAY 12

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

KBIO Burley, Idaho—Granted assignment of license and permit from licensee to firm 86% owned by assignor with 14% held by new parties.

WCNU Crestview, Fla. — Granted assignment of license from partnership composed of Cyril W. Reddoch and L. Burson Whittington, to partnership composed of Reddoch, John B. McCrary and D. G. O'Neal.

WRLD - AM - FM Lanett, Ala. - West Point, Ga.—Granted assignment of license of WRLD and CP for WRLD-FM from partnership to Valley Broadcasting Co., Inc., for $67,000.

WFTC Kinston, N. C.—Granted assignment of license from Jonas Weiland to Kinston Broadcasting Co. for consideration $61,000. Conditions.

Hearing Designated

KGFN Grass Valley, Calif.—Designated for hearing application of '49er Broadcasting Co. and Joe D. Carroll requesting assignment license KGFN, and competing application of H. Neil Black, to be heard at Grass Valley June 14.

Assignment of License

KRUZ Santa Cruz, Calif., and KDON Monterey, Calif.—Granted consent to assignments of licenses of KRUZ from Monterey Bay Broadcasting Co. to Central Coast Counties Radio Inc. and KDON from Monterey Peninsula Broadcasting Co. to Monterey Radio Broadcasting Co.

Hearing Designated

WSNY Schenectady, N. Y.—Designated for consolidated hearing [1] petition filed by George R. Nelson requesting investigation of series of stock transfers in WSNY to determine whether they violated Sec. 310[b] of the Act, [2] answer of Western Gateway to Nelson petition, [3] application for consent to transfer control of Western Gateway [4] petition by George R. Nelson, Bradley Kincaid and Benjamin Dubb requesting application be designated for hearing.

Transfer of Control

WKYB and WKYC(FM) Paducah, Ky.—Granted consent transfer of control from Citizens Savings Bank, Paducah, to Florence B. Paxton, Edwin J. Paxton Jr., Marie L. Decker, Francis R. Paxton, Patricia Ann Paxton and James F. Paxton by reason of maturity of trust agreement.

Petition Denied

Kern County Bcstrs. Bakersfield, Calif.—Denied petition Kern County Broadcasters requesting grant of earlier petition which asked for reconsideration of Commission action granting assignment of license KERO Bakersfield, Calif., from Rodman to Paul R. Bartlett and dismissing competing application of Kern County Bcstrs.

AM—1400 kc

Leonard R. Lyon, Big Spring, Tex.—Granted CP new AM station 1400 kc 100 w, unl, eng cond; estimated cost $8,000.

AM—1010 kc

Jefferson County Radio & Television Co. Festus, Mo.—Granted CP new AM station 1010 kc 250 w D, eng. cond.; estimated cost $10,350 exclusive of cost of land.

AM—1540 kc

Conant Bcstg. Co. Inc. Beverly, Mass.—Granted CP new AM station 1540 kc 250 w D, eng. cond.; estimated cost $14,176 exclusive of land and buildings.

AM—860 kc

Neal W. Welch, North Adams, Mass.—Granted CP new AM station 860 kc 250 w D, eng. cond.; estimated cost $18,924.

AM—900 kc

The Lebanon Bcstg. Co. Inc., Lebanon, Tenn.—Granted CP new AM station 900 kc 250 w D, eng. cond.; estimated cost $12,000 exclusive of land and buildings.

Hearing Designated

Bessemer Bcstg. Co. Bessemer, Ala.—Designated for hearing application new AM station 1450 kc 250 w unl; made WHMA Anniston, Ala., party to proceeding.

AM—1490 kc

Northwest Public Services Inc. Kelso, Wash.—Granted CP new AM station 1490 kc 250 w unl. eng. cond.; estimated cost $12,270 exclusive of land and buildings.

AM—1400 kc

Pioneer Valley Bcstg. Co., Northampton, Mass.—Granted CP new AM station 1400 kc 250 w unl. eng. cond.; estimated cost $10,385 exclusive of land and buildings.

AM—1450 kc

Old South Bcstg. Co. Natchez, Miss.—Granted CP new AM station 1450 kc 250 w unl. eng. cond.; estimated cost $17,475.

Modification of CP

WACR Starkville, Miss. — Granted mod. CP to change type of trans. and change transmitter and studio locations from Starkville to Columbus, Miss., eng. cond.

AM—1300 kc

Don J. Kesterke Fulton, N. Y.—Granted CP new AM station 1300 kc 1 kw D; estimated cost $23,000.

AM—1280 kc

Newport Bcstg. Co. Newport, Ark.—Granted CP new station to operate on 1280 kc 1 kw; eng. cond.; estimated cost $21,000.

AM—860 kc

H. F. Ohlendorf, Osceola, Ark.—Granted CP new AM station 860 kc 1 kw D eng. cond.; estimated cost $20,950 exclusive of land.

Hearing Designated

KTYL Mesa, Ariz.—Designated for hearing application change facilities from 1490 kc 250 w unl. to 1310 kc 1 kw-D 500 w-N and install new trans; made KWBR Oakland, Calif., party to proceeding.

WWSC Glens Falls, N. Y.—Designated for hearing application to change facilities from 1450 kc 250 w unl. to 1410 kc 1 kw unl. DA-N, install new trans. and DA-N and change trans. location.

Modification of CP

WMFD Wilmington, N. C.—Granted mod. CP to specify new trans. location, make changes in DA-N add FM ant. to one tower; eng. cond.

AM—1450 kc

WMVA Martinsville, Va. — Granted CP to change trans. and studio location and mount FM antenna on AM tower.

Extension Denied

KELN Las Vegas, Nev.—Denied request for extension of completion date from Feb. 2 to July 31, 1949.

Extension Granted

Belvedere Bcstg. Corp., Baltimore, Md. — Granted 30-day extension in which to amend application so as to specify definite trans. site for proposed operation.

Hearing Designated

South Bay Bcstg. Co., Hermosa Beach, Calif., Public Service Bcstrs., Riverside, Calif., South Bay Bcstrs., Hermosa Beach, Calif.—Designated for hearing applications South Bay Bcstg. Co. and Public Service Bcstrs. each requesting

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new stations on 880 kc 250 w D at Hermosa Beach and Riverside, respectively, and of South Bay Bcstrs. requestion new station on 890 kc 1 kw D at Hermosa Beach, in consolidated proceeding with applications of Leland Holzer, to be held at Van Nuys, Los Angeles, Riverside and Hermosa Beach commencing on Aug. 1, 1949; further ordered that if, as result of consolidated proceeding, it appears that, were it not for issues pending in the hearing regarding clear channels and hearing regarding daytime skywave transmissions and Commission's policy pertaining thereto announced Aug. 9, 1946 and May 8, 1947, the public interest would be best served by grant of one or more of involved applications other than those of William and Lee A. Odessky and Essie Binkley West then such application or applications shall be returned to the pending file until after conclusion of said hearings regarding clear channels and daytime skywave transmission.

Petition Granted

WSAZ Huntington, W. Va.—Granted WSAZ petition that application to change faciliites on 930 kc 5 kw-D 1 kw-N unl., to 5 kw unl. DA-N be heard in consolidated proceedings with Surety Bcstg. Co., Charlotte, N. C. and Tar Heel Bcstg. System Inc. Washington, N. C., commencing May 25, 1949 at Washington, D. C., Commission's order Sept. 8, 1948 was amended accordingly.

AM—1290 kc

KRGV Weslaco, Tex.—On petition, removed from hearing docket and granted application to increase power from 1 kw to 5 kw, to install DA and new trans. and change trans. location; subject to various eng. cond.

Petition Denied

WQXR New York—Adopted memorandum opinion and order denying petition of WQXR to reconsider action of Nov. 19, 1948 granting without hearing application of Silver City Bcstg. Corp., for new station on 1570 kc 1 kw, D at Taunton, Mass.

May 5 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WEBS Oak Park, Ill.—Mod. CP new AM station for extension of completion date.

License for CP

KOLT Scottsbluff, Neb.—License for CP for increase in power etc.

Transfer of Stock

WTHT Hartford, Conn. — Transfer Nov. 1, 1947, of voting and dividends rights in 57% of voting stock from Frank E. Gannett to Frank E. Gannett Newspaper Foundation Inc.
WDAN Danville, Ill.—Same.
WABY Albany, N. Y.—Same.
WENY Elmira, N. Y.—Same.
WHEC Rochester, N. Y.—Same.

Modification of CP

KDFC San Francisco—Mod. CP new FM station for extension of completion date.
WTUX-FM Wilmington, Del.—Same.
WAAF-FM Chicago—Same.
KSCJ-FM Sioux City, Iowa—Same.
KMBC-FM Kansas City, Mo.—Same.
WCNT-FM Roanoke Rapids, N. C.—Same.
WBUT-FM Butler, Pa.—Same.
WFIL-FM Philadelphia—Same.
WIBG-FM Philadelphia—Same.
WSPA-FM Spartanburg, S. C.—Same.
WTJS-FM Jackson, Tenn.—Same.
WBIR-FM Knoxville, Tenn.—Same.
WROV-FM Roanoke, Va.—Same.
WKBN-FM Youngstown, Ohio—Mod. CP new FM station to change ERP to 18.7 kw, antenna to 516.5 ft. above average terrain.
KRLD-FM Dallas—CP to change ERP to 39.9 kw, antenna to 479 ft. above average terrain.

Transfer of Stock

WTHT-FM Hartford, Conn.—Transfer Nov. 1, 1947, voting and dividends rights in 57% of voting stock from Frank E. Gannett to Frank E. Gannett Newspaper Foundation Inc.
WENY-FM Elmira, N. Y.—Same.
WHEC-FM Rochester, N. Y.—Same.

Reinstatement of CP

WFWM Atlanta, Ga.—CP to reinstate CP for new FM station.

AM—1270 kc

WMMB Melbourne, Fla.—CP new AM station to change from 1050 kc 250 w D to 1270 kc 250 w-D 100-w-N.

Transfer of Stock

KWK-AM-FM St. Louis—Transfer of stock owned individually by Robert T. Convey to Robert T. Convey as trustee under a voting trust agreement.

License Renewal

KDLR Devil's Lake, N. D.—License renewal new AM station.

TENDERED FOR FILING

AM-710 kc

WGBS Miami—CP new AM station to change from 710 kc 50 kw-D 1 kw-N to 710 kc 50 kw unl, DA-DN.

AM—1110 kc

WNAR Norristown, Pa.—Mod. license to change from 1110 kc 500 w D to 1110 kc 500 w limited.

Assignment of License

KRAI Craig, Col.—Assignment of license from Newell S. Cahoon tr/as Craig Bcstg. Co. to Northwestern Colorado Bcstg. Co.

APPLICATION DISMISSED

AM—620 kc

Dempster-Johnson and Ward Bcstrs., Knoxville, Tenn.—DISMISSED application to purchase WROL Knoxville by John A. Johnson, George R. Dempster and Royce F. Ward d/b as Dempster-Johnson and Ward Bcstrs.

AM—1190 kc

Texas Trade School, Dallas, Tex.—DISMISSED May 2, CP new AM station 1190 kc 1 kw D.

FM DELETION

FM—106.1 mc

KHCO Earl C. Hankamer,, Houston, Tex.—DELETED April 28, CP new FM station.

May 6 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

KWHN-AM-FM Fort Smith, Ark.—Granted petition insofar as it requests Commission to reconsider and set aside action of May 13, 1948 designating applications for AM license and extension of completion date for FM station for hearing; removed same from hearing docket and extended FM completion date to Nov 7.

Petition Denied

Valley Bcstg. Corp., Holyoke, Mass—Denied petition to reconsider and grant without hearing application for permit to construct new AM station on 930 kc 500 w D. Further ordered on Commission's motion that hearing order of Oct. 27, 1948 be amended to delete issues 1, 3 and 7 and remove applications of North Jersey Bcstg. Co. Inc., as amended, and The Monocacy Bcstg. Co. from this proceeding

AM—680 kc

WDBC Escanaba, Mich.—On petition removed from hearing docket and granted application to change frequency from 1490 kc to 680 kc and increase power from 250 w unl. to 1 kw unl. DA, subject to approval of proposed trans. site and ant. system by CAA.

Petition Granted

WKRM Columbia, Tenn. and WNAH Nashville, Tenn.—Granted petition of WKRM to reconsider and set aside Commission action Sept. 1, 1948 which granted application of Hermitage Bcstg. Corp. for new station at Nashville, Tenn. to operate on 1350 kc 1 kw D designated said application for hearing June 10 at Washington, D. C., and made WKRM party to proceeding; also accepted late filed WNAH opposition.

Petition Denied

WPOR Portland, Me.—Denied petition requesting reconsideration and grant without hearing of application to change operating facilities from 1490 kc, 250 w unl. to 1060 kc 5 kw unl., etc. amended order of July 12, 1948 designating Oliver Bcstg. Corp. and Lowell Sun Pub. Co., Lowell, Mass. for consolidated hearing to the extent of deleting issue No. 8 and reference to Lowell Sun Pub. Co. application in all other issues (Lowell Sun application was dismissed without prejudice on Nov. 26, 1948).

Request Denied

KIND Independence, Kan.—Denied request for waiver of rules to permit KIND to operate under special temporary authority after local sunset to broadcast season's local baseball games.

AM—1280 kc

KIT Yakima, Wash.—On petition, removed from hearing docket and granted application to increase daytime power from 1 to 5 kw, install new trans. subject to condition that applicant agree to satisfy all legitimate complaints of blanket interference.

Modification of CP

WKAX-FM Birmingham, Ala.—Mod. CP new FM station to change ERP from 8.2 kw to 8.9 kw.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Mount Vernon Bestg. Co., Mt. Vernon, Ohio—Granted petition to extend time within which to file exceptions to proposed decision, extended time to May 31.

WFNS Burlington, N. C.—Granted petition for leave to amend application so as to show current financial status of applicant and stockholders; accepted amendment.

KAFY Bakersfield, Calif. — Granted petition for leave to amend application so as to specify DA-DN in lieu of DA-N; severed from proceeding re application Patrick G. Smith, Bishop, Calif. and retained KAFY in hearing status and continued hearing indefinitely.

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for leave to amend application so as to specify 1480 kc 1 kw, unl. DA, in lieu of 1470 kc, 1 kw D; accepted amendment; removed application from hearing docket.

WGES Chicago, Ill.—Granted petition insofar as it requests leave to amend application so as to revise directional array, and for continuance of hearing; accepted amendment and continued hearing in Dockets 9190 and 8178 [Steel City Bcstg. Co., Gary, Ind.] indefinitely pending action on request of WGES to reconsider and grant application without hearing.

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition to withdraw petition to change place of hearing on application from Greenwich to Washington, D. C.; dismissed petition to change place of hearing.

WWJ Detroit, Mich.—Granted petition for continuance of hearing on application of WWST Wooster, Ohio, mod. of license from May 16 to May 31, at Washington, D. C.

WBRE Wilkes-Barre, Pa.—Granted petition to dismiss application for CP to construct satellite station at Scranton, Pa., to operate synchronously with WBRE on WBRE's frequency 1340 kc.

WCBI Columbus, Miss.—On Commission's own motion, continued hearing indefinitely re application.

May 6 Applications . . .

ACCEPTED FOR FILING

AM—1050 kc

Ark-Valley Bcstg. Co. Inc., Garden City, Kan.—CP new AM station 1050 kc 1 kw D AMENDED re stockholders.

AM—790 kc

WGRC Louisville, Ky.—CP new AM station to change frequency, increase power etc. AMENDED to request DA-DN.

License for CP

KVOB Alexandria, La.—License for CP new AM station to increase power etc.

(Continued on page 66)

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"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

FCC Actions

(Continued from page 65)

Applications Cont.:

AM—1490 kc

Cleveland Bcstg. Co., Cleveland, Miss.—CP new AM station 1490 kc 250 w. unl. AMENDED to request change of name from C. W. Capps, Lowry Tims and Cy N. Bahakel d/b as Cleveland Bcstg. Co. to same d/b as Cleveland Bcstg. System.

Modification of CP

WAAF-FM Chicago—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM-1460 kc

WOKO Albany, N. Y.—CP to reinstate expired CP as modified for new AM station 1460 kc 5 kw unl. DA-DN.

AM—920 kc

KECK Odessa, Tex.—CP new AM station to change from 920 kc 1 kw D to 920 kc 1 kw-D 500 w-N DA-N.

APPLICATION RETURNED

Modification of CP

KVNE Oxnard, Calif.—RETURNED May 4. Mod. CP new AM station for extension of completion date.

License for CP

WPBP Mayaguez, P. R.—DISMISSED License for CP new AM station.

May 10 Decisions . . .

DOCKET CASE ACTIONS

AM—580 kc

Commission announced final decision granting application of WHP Inc., to change operating facilities of WHP Harrisburg, Pa., from 1460 kc 5 kw-D 1 kw-N DA-N unl. to 580 kc 5 kw unl. DA-N, engineering cond.

AM—1550 kc

Commission announced decision and order denying for default application of Pure Bred Bcstg. Co. for new station at Richmond, Ky., to operate on 1550 kc w unl.

Transfer of Control

Commission issued report and order granting application of Arde Bulova and Harry D. Henshel to transfer control of Wodaam Corp. [WOV], New York, to Victory Bcstg. Corp. at same time Commission removed from hearing docket and granted application of Greater New York Bcstg. Corp. for renewal of license of WNEW New York, for period ending May 1, 1951; also application of Wodaam Corp. for renewal of license of WOV for period ending Nov. 1, 1951. It denied petitions by International Catholic Truth Society and Mariannina C. deRaczynski to intervene in hearings on these applications. Comrs. Coy and Jones, in dissenting opinion, favored hearing. Sterling did not participate.

May 11 Decisions . . .

DOCKET CASE ACTION

AM—1320 kc

Commission announces proposed decision looking toward grant of application of Lansing Bcstg. Co. to change operating facilities of WILS Lansing, Mich., from 1430 kc 500 w D to 1320 kc 1 kw unl. DA-N and denial of applications of Central Michigan Radio Corp. for new station at Lansing on 1320 kc 1 kw unl. DA-N and Charlotte Bcstg. Co. same facilities at Charlotte, Mich., with DA-DN.

BY THE SECRETARY

W S P R-F M Springfield, Mass. — Granted license new FM station Chan. 250, [97.9 mcs] 13 kw, 590 ft.

WHFM North Adams, Mass.—Granted license new FM station, Chan. 248 [97.5 mcs] 13 kw, 660 ft.

WENE-FM Endicott, N. Y.—Granted license new FM station, Chan. 269 [101.7 mcs] 540 w, 330 ft.

W B R C-F M Birmingham, Ala. — Granted license new FM station, Chan. 273 [102.5 mcs] 546 kw, 880 ft.

WAKR-FM Akron, Ohio — Granted license new FM station, Chan. 248 [97.5 mcs] 14.7 kw 260 ft.

KXOK-FM St. Louis, Mo.—Granted license new FM station, Chan. 229 [93.7 mcs] 16 kw, 415 ft.

KTNT Tacoma, Wash.—Granted license new FM station, Chan. 247 [97.3 mcs] 10 kw, 425 ft.

KIXL-FM Dallas, Tex.—Granted license for new FM station, Chan. 283 [104.5 mcs] 34 kw, 470 ft.

WTAG-FM Worcester, Mass.—Granted license covering changes FM broadcast station.

WHK WMadison, Wis.—Granted license for new noncommercial educational FM staion; Chan. 207 [89.3 mcs] 50 kw, 740 ft.

WKAR-FM East Lansing, Mich. — Granted license new noncommercial educational FM station; Chan. 213 [90.5 mcs] 9.7 kw 280 ft.

WPIL Jackson, Tenn—Granted license new AM station 1490 kc, 250 w unl.

WAEB Allentown, Pa.—Granted license new AM station 790 kc, 500 w-D 1 kw-N DA-DN.

KA-3087 San Francisco, Calif. — Granted license covering change of equipment.

KA-3186 Arecibo, P. R.—Granted license for new remote pickup station.

KTBS Shreveport, La.—Granted license change in frequency, increase in power, install new trans. and DA-DN change trans. location, change name of licensee and mount FM ant. on the No 3 AM tower of the directional array.

WIAC San Juan, P. R.—Granted license install auxiliary trans. at present location of main trans.

WWEZ New Orleans, La.—Granted license covering change hours of operation, change in power, change type of trans. and install DA and change trans. location.

WHK Cleveland, Ohio—Granted license covering use of old main trans. as alternate main trans. Granted license install new trans.

WGEM Quincy, Ill.—Granted license install new trans.

KOSA Odessa, Tex.—Granted license covering change in frequency and changes in trans. equipment.

WCAX Burlington, Vt.—Granted license covering use of old main trans. [present location of main trans.] for auxiliary purposes.

WHBQ Memphis, Tenn.—Granted license change of frequency, increase power, install new trans. and DA-DN change trans. and studio location.

KSON and KWFM San Diego, Calif.—Granted assignment of license to Studebaker Bcstg. Co., Inc.

WING-FM Great Trials Bcstg Corp., Dayton, Ohio—Granted request to cancel CP new FM station.

WIBC-FM Indiana Bcstg Corp., Indianapolis, Ind.—Granted request to cancel CP for new FM broadcast station.

WSFA Montgomery, Ala. — Granted request cancel CP mount FM ant. on south tower of AM DA system.

KWJB Globe, Ariz.—Granted CP install new vertical ant. change type trans. and trans. and studio locations.

WDAR Savannah, Ga.—Granted CP to reinstate CP covering changes in vertical ant. and mount FM ant. on AM tower.

KNBH Los Angeles, Calif.—Application to increase ERP to vis. 25.22 kw aural 13.34 kw and ant. changes, granted in part with power maintained at present levels and ant. height changed to 3,015 feet.

W10XMN Area Washington, D. C.—Granted mod. CP to change frequency and trans. location of experimental TV relay station.

COMMUNICATIONS STUDY

Stanton, Lazarsfeld Edit

COMMUNICATIONS RESEARCH. Edited by Frank Stanton and Paul F. Lazarsfeld. New York, Harper & Bros. $4.50.

THIRD in a series of books coedited by Frank Stanton, CBS president, and Paul F. Lazarsfeld, director of Columbia U.'s Bureau of Applied Social Research, *Communications Research*, was published last week by Harper & Bros., New York.

The book varies from the two previous volumes published before the war in that it contains material on research done in the communications field outside of radio.

Longest feature of the volume is a chapter on domestic broadcasting in the Soviet Union, believed to be the most comprehensive study yet published on the subject. Other chapters of interest to radio are:

● A study of the Morning Radio Audience, by Mr. Lazarsfeld and Helen Dinerman, an associate at Columbia. This is a detailed report on a survey conducted for NBC in 1944.

● An Analysis of Radio Programming, by Kenneth Baker, research director of NAB. This is the cataloguing of program types done by Dr. Baker in 1946.

Following were granted mod. CP's for extension of completion dates as shown: WDEL-FM Wilmington, Del. to 11-29-49; WEIM-FM Fitchburg, Mass. to 11-23-49; WEMB-FM San Juan, P. R. to 11-29-49; WFJL Chicago to 6-10-49; WHIS-FM Bluefield, W. Va. to 12-1-49; WHLD-FM Niagara Falls, N. Y. to 12-1-49; WLAG-FM La Grange, Ga. to 11-20-49.

WDUH Chicago — Granted license change in frequency, equipment and ant. system.

WHUH Chattanooga, Tenn.—Granted CP for reinstatement of CP for new ST Link station.

WFQY Atlanta, Ga.—Granted CP for reinstatement of CP for new ST link station.

KCLI-FM Cannon & Callister Inc., Los Angeles, Calif.—Granted request to cancel CP and mod. new FM station.

KFDM-FM Beaumont, Texas—Granted request to cancel CP and mod. for new FM station.

WGLS-FM Decatur, Ga. — Granted request to vacate CG for new FM station.

WNAB-FM WNAB Inc. Bridgeport, Conn.—Granted request to cancel CP for a new FM broadcast station.

W2XBH Nutley, N. J.—Granted mod. CP to change from Chan. 9 [186-192 mcs] to Chan. 7 [174-180 mcs] change power vis. 1 kw, aur. 500 w to vis. 5.5 kw, aur. 3 kw and change type of trans. Granted mod. CP for extension of completion date to 12-31-49.

Following were granted mod. CP's for extension of completion dates as shown: WRCM New Orleans, La to 11-27-49; WNAM-FM Neenah, Wis. to 8-1-49; KVNJ-FM Fargo, N. D. to 6-6-49; KRON-FM San Francisco, Calif. to 8-25-49; KNOB Long Beach, Calif. to 10-22-49.

KWRE Warrenton, Mo.—Granted license for new AM station 730 kc, 250 w D.

WJEJ Hagerstown, Md.—Granted CP for new STL KGH-79.

WHLD Niagara Falls—Granted mod. CP for extension of completion date to 12-1-49.

WBGE Atlanta, Ga. — Granted mod. CP for extension of completion date to 12-1-49.

KECA-FM Los Angeles, Calif. — Granted mod. CP for extension of completion date to 11-30-49.

WCAR-FM Pontiac, Mich.—Granted mod. CP for extension of completion date to 12-1-49.

WSVR Pensacola, Fla.—Granted license for remote pickup station.

WAFB-FM Baton Rouge, La.—Granted license new FM station, Chan. 282 [104.3 mcs] 3 kw, 315 ft.

WILK-FM Wilkes-Barre, Pa.—Granted license for new FM station, Chan. 297; [107.3 mcs] 3.1 kw 980 ft.

WBGE-FM Atlanta, Ga. — Granted mod. CP for extension of completion date to 12-1-49.

WNAO-FM Raleigh, N. C.—Granted mod. CP for extension of completion date to 6-28-49.

KLUF-FM Galveston, Tex.—Granted mod. CP for extension of completion date to 6-13-49 on condition that construction be completed or interim operation provided by that date.

May 11 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new AM station 1460 kc 500 w D AMENDED to request change in corporate structure.

AM—1270 kc

WMMB Melbourne, Fla. — CP new AM station to change from 1050 kc 250 w D to 1470 kc 250 w-D 100 w-N unl.

License for CP

WUSJ Lockport, N. Y.—License for CP new AM station.

AM—920 kc

Rural Bcstg. Co. Ltd., Wahiawa, Hawaii—CP new AM station 920 kc 1 kw unl. AMENDED to request change studio and trans. locations to Waipahu.

AM—1230 kc

J. A. Brooks, St. Louis, Mo.—CP new AM station 1600 kc 1 kw D AMENDED to request 1230 kc 250 w unl. change type trans. and studio location.

AM—560 kc

KPQ Wenatchee, Wash.—CP new AM station to change from 560 kc 1 kw unl. DA-N to 560 kc 5 kw unl. DA-N.

License Renewal

WKOK Sunbury, Pa. — Application for license renewal.

Modification of CP

KVME Merced, Calif.—Mod. CP new FM station for extension of completion date.
WBOW-FM Terre Haute, Ind.—Same.
WHIO-FM Dayton—Same.
KING-FM Seattle—Same.
WNOW-FM York, Pa.—Same.
WBIK Chicago—Same.
KIMV Grant Township, Kan.—Same.
KOCY-FM Oklahoma City—Same.
KTOY Tacoma, Wash.—Same.
KWGS Tulsa—Same.

WTHI-FM Terre Haute, Ind.—Mod. CP new FM station to change ERP to 7.4 kw, ant. to 331 ft. above average terrain.

KOIL-FM Omaha—Mod. CP new FM station to change ERP to 8.28 kw, ant. to 219 ft. above average terrain.

WLYC Williamsport, Pa.—Mod. CP new FM station to change ant. height above average terrain to 1,258 ft.

License for CP

WGOV-FM Valdosta, Ga. — License for CP reinstatement of new FM station.

WJDX-FM Jackson, Miss. — License for CP new FM station.

WOHS-FM Shelby, N. C.—Same.

TENDERED FOR FILING

Assignment of License

KCRT Trinidad, Col. — Assignment of license from H. L. Corley tr/as Corley Radio and Sound Service to Earnest E. Cooper and Rembert O. Coyle d/b as Mel-Bert Bcstg. Co.

KCHS Hot Springs, N. M.—Assignment of license from Leonard R. Trainer and Reginald Shirk d/b as Sierra Bcstg. Service to Sierra Bcstg. Co.

Assignment of CP

WNAF Providence, R. I. — Assignment of CP from Community Bcstg. Service to Narragansett Bay Bcstg. Co.

AM—1230 kc

WIKB Iron Mountain, Mich. — CP AM station to change trans. and studio locations to Iron River, Mich.

APPLICATIONS DISMISSED

AM—920 kc

Donroy Bcstg. Co., San Diego—DISMISSED May 4 CP new AM station 920 kc 1 kw D.

AM—1380 kc

Pryor Dillard, Raymondville, Tex.—DISMISSED May 3 CP new AM station 1380 kc 1 kw-D 500 w-N DA.

(Continued on page 80)

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Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

"Recently we placed a classified advertisement with you when seeking a new manager for our radio station. The results were so astounding that we believe we would be negligent were we to keep the results secret. To date we have received almost sixty applications as a direct result of the advertisement. . . . Inasmuch as we feel it obligatory to personally acknowledge each application, we almost dread seeing tomorrow's mail. . . . We had no difficulty selecting exactly the man desired. This is to congratulate your fine medium for such an excellent service. . . ." Paul A. Jenkins, President, Valradio, Incorporated, El Centro, Calif.

Salesmen

Good pay for right salesman. Must be experienced. Local net affiliate in Texas city 20,000. Earnings and future virtually unlimited if you qualify. Send full details, references and photo. Box 4B, BROADCASTING.

Sales manager for Pennsylvania one kilowatt fulltime CBS affiliate. 100,000 population. Box 40B, BROADCASTING.

Energetic young salesman with small station experience capable handling sales department. Suburban middle Atlantic independent daytime. Qualifications, salary and photo first letter. Box 60B, BROADCASTING.

Salesman — Excellent opportunity for livewire, energetic salesman who can produce personally, to become commercial manager of livewire network affiliate in leading southern city. Guarantee plus commission. Box 61B, BROADCASTING.

Wanted—Top salesman, excellent station in midwest market of 250,000. Able to handle full duties of commercial manager—Give full details, experience, salary expected and availability. Enclose photograph. Apply Box 70B, BROADCASTING.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Unlimited compensation available two experienced time salesmen at WKYW, one of Louisville, Kentucky's leading independents. Must work, must follow directions. You inherit substantial load present business due to ill health one present salesman. No desk pilots, no rate cutters, no gimmicks. References, background, photo, then personal interview. Edwin Weldon, Station Manager, WKYW, 431 W. Jefferson.

Salesman who can integrate himself into the operation of a small station in a highly competitive, but lucrative market. No corner cutters—just honest selling and selling ideas. Full information about you now please. P. O. Box 371, Richmond, Va.

Announcers

". . . We have always had good results from our classified advertising in BROADCASTING. We use BROADCASTING to reach prospective employees because we feel that a man who reads BROADCASTING is trying to keep up with the rapid changes in radio and that because of this he should make a better employee. Since 1934 we at KFRO have been reading BROADCASTING. . . ." James R. Curtis, **President.**

Help Wanted (Cont'd)

If you are a young family man interested in a permanent position announcing a new station in New England. Send complete details, photo, etc. to Box 115B, BROADCASTING.

Wanted—Three experienced announcers who can work board and all kinds of shows. Must have station experience, excellent voice and the know how. No "just out of school" announcers need apply. Also want one good salesman and program director. Station located in North Carolina with Mutual affiliation. Send disc and all information to Box 71B, BROADCASTING.

Wanted — Announcer for newspaper owned Mutual station in north Texas town of 17,000. Send full details first letter. References, photo and disc. State salary requirements first letter. Box 81B, BROADCASTING.

Announcer, seasoned family man, emphasis promotion and public relations activity. Exceptional opportunity with well-established organization. NBC affiliate, attractive eastern city. Give full details, qualifications, availability. Box 93B, BROADCASTING.

Attention—Combination announcer-engineer with first class ticket. No radio school graduates or inexperienced men need apply. We want man who is strong on adlib with several years experience. Little engineering experience necessary. Top salary for market 500,000. Rush complete information, salary expected, audition disc to Box 111B, BROADCASTING.

Sports director needed for progressive station in northeast. Should have thorough knowledge of all sports and able to do all-round good announcing job, too. Box 116B, BROADCASTING.

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

Wanted — Capable, experienced announcer and disc jockey for 5000 watt day, 1000 watt night, ABC affiliate. Permanent position, good pay. Liner's Broadcasting Station, Inc., Radio Station KMLB, Monroe, Louisiana.

Wanted—Announcer. Apply in person if possible. WAIR, Winston-Salem, N. C.

Announcer—Preferably single, strong on news. Only experienced need apply. Full information in first letter. Radio Station WEAV, Plattsburg, New York.

Good announcer with first class ticket. Good salary and working conditions. Send disc and write full details. Do not phone. Radio Station WPLA, Plant City, Florida.

Wanted—One combination man at once, chance to continue college education at Miss. State College. WSSO, Starkville, Mississippi.

Technical

". . . I would like to pass along a bouquet to your Classified Department. In search of an operator-announcer several weeks ago, we placed one ad in your classifieds. The response was most gratifying from applicants of all grades of experience in all parts of the country. . . . We selected our replacement, and a good man he is, from one of the respondees to that classified. . . ." William B. Murphy, Manager, KSUE, Susanville, California.

Need combination engineer-announcer immediately. Unfurnished house available. Contact KPAN, Hereford, Texas.

Wanted — Combination operator-announcer to work vacation relief May 21st to July 3rd. Contact Jack R. Wagner, Mgr., KSYC, Yreka, California.

Combination engineer-announcer, one kilowatt fulltime CBS affiliate, announcing secondary, auto desirable, full details first letter, Box 373, Altoona, Pennsylvania.

Help Wanted (Cont'd)

"I wish you to know how gratified we feel from results secured from using the Want Ads in BROADCASTING. We placed an ad for an engineer, which ran two weeks and drew twenty two replies. We have always placed an ad with BROADCASTING when looking. . . ." Thomas Phillips, Chief Engineer, WKPT, Kingsport, Tenn.

Production-Programming, others

Program director—production, writing, announcing experience essential. Permanent position with expanding organization in growing Texas town of 20,000. If you're low man on a 50 kw totem pole, here's a chance to broaden your radio experience, handle every type of program—to learn radio thoroughly. Send disc, sample programs, references, photo, etc. Box 5B, BROADCASTING.

Attorney—Young executive with radio station and music industry background for prominent New York music firm. Submit detailed resume. Box 41B, BROADCASTING.

Newsman—Experienced in gathering, writing and editing radio news needed, half time, to help teach radio news in accredited journalism school while doing graduate work, beginning September. Good start for teaching career. Write Box 88B, BROADCASTING.

Bookkeeper experienced in keeping all books, accounts and ledgers for radio station; 5 kw fulltime, good live southwestern community. In replying give full details of experience. Box 112B, BROADCASTING.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Manager, commercial manager, twenty three years background in all phases. Best references. If you want two men that can produce and know radio write now. No commission jobs. We earn our salary. Box 991a, BROADCASTING.

"Recently we placed a classified advertisement with you when seeking a new manager for our radio station. The results were so astounding that we believe we would be negligent were we to keep the results secret. To date we have received almost sixty applications as a direct result of the advertisement. . . . Inasmuch as we feel it obligatory to personally acknowledge each application, we almost dread seeing tomorrow's mail. . . . We had no difficulty selecting exactly the man desired. This is to congratulate your fine medium for such an excellent service. . . ." Paul A. Jenkins, President, Valradio, Incorporated, El Centro, Calif.

Owners—Finding just the right man in whom you can have faith and trust, and in whom you can have confidence to delegate authority to build, develop and manage your station, is next to impossible these days. Good proven station managers just aren't available. I know! I own the largest block of stock in a top market station, (it's making money) and I've had one H--- of a time replacing myself. My reasons for this move you'll appreciate and understand. They're bonafide. As an applicant I can substantiate a highly creditable record with the best of national connections. So, — if you're looking for just the right man to manage your radio property, I'd like to talk it over. If its new construction (I've been through it); if its poor operation (I've the proven facts); or if you seek a good reliable experienced manager (I'm a married man with two children and sober habits). Now, you probably figure that the type of man you want just isn't to be found through a blind ad, and to be truthful, I've always figured that way too. However, give it a try just this once. If you've a good bonafide proposition, I can hold up my end. It should prove mutually beneficial. Address Box 11B, BROADCASTING.

Situations Wanted (Cont'd)

I'm homesick—and home is Oklahoma. Now employed as program manager in Nebraska. Ambitious to become general manager of small station, but still know the business end of a broom and mop, if that talent fills your need. Do not want to locate more than 20 miles away from Oklahoma. Box 50B, BROADCASTING.

General manager of successful 250 watt station wants to join sales staff in metropolitan market. Family man, college degree, hard worker, good ideas, thorough experience. Box 54B, BROADCASTING.

Desire midwest small station—Successful executive. Programming, production, public relations. All phases air work. Married, dependable, conscientious, reliable. Excellent references. Box 59B, BROADCASTING.

Young man with ten years experience in all departments interested in permanent position. College graduate. Best of references. Can be available after June 1. Box 76B, BROADCASTING.

Manager—Sales manager—program director. Any one or combination. 14 years experience. Staff and sports announcing to managerial 6 years. Proven ability. Best trade references. Available two weeks. Go anywhere. Minimum $100.00 weekly. Box 85B, BROADCASTING.

General manager desires change. Nine years experience all phases station operation. Age thirty. College graduate. Will consider managerial, program, or production position. Future prospects more important than starting salary. Box 91B, BROADCASTING.

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROADCASTING.

Salesmen

Experienced air salesman with television training wants position progressive station. Good references. Also competent announcer. Box 55B, BROADCASTING.

Salesman, experienced in rural areas; can announce; young, single, car, small eastern city preferred. Box 107B, BROADCASTING.

Announcers

". . . We have always had good results from our classified advertising in BROADCASTING. We use BROADCASTING to reach prospective employees because we feel that a man who reads BROADCASTING is trying to keep up with the rapid changes in radio and that because of this he should make a better employee. Since 1934 we at KFRO have been reading BROADCASTING. . . ." James R. Curtis, President.

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

Disc jockey-announcer, working in metropolitan New York wants disc show—preferably all night. Box 984a, BROADCASTING.

Disc jockey—specialty cowboy, hillbilly records, farm programs. Full details available. Box 44B BROADCASTING.

Disc jockey with program ideas. Prefer progressive indie or music-minded affiliate. Presently net man. Box 45B, BROADCASTING.

Thoroughly experienced—Young married veteran presently employed, desires immediate change to northeast as sports or staff announcer. Finest references. Disc upon request. Box 51B, BROADCASTING.

Announcer, experienced, veteran. Prefer position in south or west. Disc & photo available. Box 52B, BROADCASTING.

Announcer—Good worker, two years experience, college graduate, sober, married, age 22. Music, news interviews, morning shows, etc. Former musician. Prefer south, midwest, or southwest, but will consider all offers. Disc, photo, information, upon request. Box 57B, BROADCASTING.

Station going fulltime? You'll need a good all-nite man. Box 46B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Disc jockey, versatile, fair flair for adlibbing. New York experience. Box 62B, BROADCASTING.

Announcer, 21, disc jockey, newscasts, commercials, good voice, control board. Box 68B, BROADCASTING.

Special morning man. Available May 20. Good adlibber. Humorist and philosophic. With at least 50 different voices. Male and female. The best impersonations of funny voices in the world and comedian. Box 72B, BROADCASTING.

Announcer—Presently employed. Desires position with large progressive northern station. Box 73B, BROADCASTING.

Announcer, cultured voice, experience, educated, can write. Box 80B, BROADCASTING.

Five kw and up network affiliates, here is your man. Three years staff experience plus training by America's top network. Steady congenial guy with outstanding commercial voice. Available for personal audition after May 25 anywhere east of Mississippi. Top references on request. If you are seriously interested in quality by all means contact Box 82B, BROADCASTING.

General announcer, heavily trained, quality voice, control board, versatile, no floating, will travel. Intelligent. Box 69B, BROADCASTING.

28 years old, good all-round staff announcer, wants permanent position immediately with opportunities. One year experience all phases. Prefer 350 mile radius of Chicago. Box 83B, BROADCASTING.

Conscientious young married veteran graduate of RKO School seeks opportunity for broad experience. Thoroughly trained all types announcing, copywriting, some acting. Not afraid of demanding work. Prefer south or southwest. Disc, photo, character references on request. Write Box 84B, BROADCASTING.

Attention—Minnesota and Wisconsin stations. If you have an opening for an experienced announcer, 21 years old, single and not afraid to work, I would appreciate hearing from you. Best of references. Formerly with 1000 watter. Will answer all replies. Box 87B, BROADCASTING.

Rabbits will be astonished by the way your audience multiplies. Experienced DJ-announcer now employed in major city, can reproduce results in your area. Box 89B, ROADCASTING.

Sports announcer. 15 months' extensive training all phases of radio and television announcing and production. Top sports background. Single, 23. Excellent prospect. Box 94B, BROADCASTING.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Box 98B, BROADCASTING.

Announcer—news editor-continuity writer. Experienced in all phases of radio. Excellent references. Good DJ mail results. Will travel for right position. Box 100B, BROADCASTING.

Yankees—Pass by. Announcing position in southern state desired. Available July 10. Four and a half years experience in west and north. No genius, but young, ambitious, and married. Would like permanent connection. Experienced in programming and news writing. Any offers? Box 101B, BROADCASTING.

Sports announcer. New, different sportscast. Ten years play-by-play. Box 104B, BROADCASTING.

Successful announcer, 6 years midwest, wants southern opportunity. Personal interview and audition, plus discs, photos, etc. Box 105B, BROADCASTING.

Announcer—Presently employed. Desires advancement with large northern or midwest station. Box 99B, BROADCASTING.

Opportunity wanted—announcer, graduate School Radio Technique. Strong on news, music. College graduate, single, ambitious. Salary no object. Disc avialable. Box 106B, BROADCASTING.

Look no further. Sparkplug announcer, 24, university degree, intelligent delivery, experienced in all phases of staff announcing and writing. Single, will travel. For discs, details write Box 109B, BROADCASTING.

Announcer—Presently employed, married, three years experience AM and FM desires position with production future. Accent on news, music and drama. Box 113B, BROADCASTING.

Desire general staff announcer's job to get more experience. Can do play-by-play in sports. Capable and willing to work. References. Phone 8612W or write 1822 Oak St., Quincy, Ill.

Situations Wanted (Cont'd)

Announcer, capable of assuming responsibility of station seeks connection on west coast, vicinity. 33, married, sober, Lions Club, 2 years college, rest in practical experience. 5 years announcer, 2 years merchant marine, police chief & sheriff's dept., wish to re-enter radio field with permanent connection. No ticket. A. E. Dahl. P. O. Box 913, Gardiner, Orgeon.

Announcer, 21, single, two years college, graduate School of Radio Technique. Excellent sports background. Veteran, disc and photo. Dick Drake. 15 E. Harrison, Iowa City, Iowa.

Newscaster—Gradaute School of Radio Technique. Some experience. Also commercials and DJ. Willing to travel. Disc on request. Edward F. Egan. Oregon, Wisconsin.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer-operator available, successful year and a half. Staff, news, available immediately. Dan Holocher, 439 South Jackson St., Louisville, Ky.

Announcer—Experienced, specialty sports, also disc jockey, news, commercials. Desires opportunity anywhere. Disc and photo on request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Young man willing, ambitious, high school graduate, graduate Miami School for announcers, wants to begin career in announcing, preferable small station. Charles Kudas, Box 84, Barton, Ohio.

Combo man with 7 years experience in southwest will go immediately. Must be permanent, within 500 miles at least. $1.50 an hour. Hal Leland, Box U U, Palm Springs, California.

Professionally trained announcer desires permanent staff position. Single, age 27. Six months experience with local station—general announcing and production, newsediting and reporting, and operation of console and turntables. Talent for writing. Interest in civic activities. Distance no object. Professional references. Let audition tell story. Wire or write Lyle Mack, 1929 N. W. Everett St., Portland, Oregon.

Announcer - writer - production man. Young man, trained by one of the foremost broadcasting schools. Eight years experience as musician, bandleader, vocalist. Discs and complete background on request. Wire-phone-write M. D. McCall, 906 East 30th, Kansas City, Mo. Tel. Harrison 0473.

Announcers-newscasters, early-morning men and disc jockeys. Thoroughly trained in production, announcing, commercial narration, and newscasting. Forty to fifty to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone HA. 0473.

Announcer—Good voice, news, commercial, not so good adlibbing. Write James E. Russell, 131-D Enfield Apts., Elizabeth City, N. C.

Budding announcer, 23, comprehensive training in all phases radio, college graduate. Youth with desire and capacity for the furtherance of skill. Stan Schwartz, 1001 Ocean Avenue, Brooklyn, N. Y.

Technical

"I wish you to know how gratified we feel from results secured from using the Want Ads in BROADCASTING. We placed an ad for an engineer, which ran two weeks and drew twenty two replies. We have always placed an ad with BROADCASTING when looking. . . ." Thomas Phillips, Chief Engineer, WKPT, Kingsport, Tenn.

Engineer—20 years old, presently employed AM-FM. Desires change. Box 1B, BROADCASTING.

Transmitter operator with one year's experience at kilowatt station. Some announcing experience. Graduate of technical school. Veteran, married, twenty-two. Desires permanent job with progressive station. Salary not as important as opportunity and location. Recommended highly by previous employer. Box 49B, BROADCASTING.

Transmitter operator—first phone, single, 27, desires position. Few months experience on AM, FM transmitters. Amateur Class A. Have car. Will travel. Box 56B, BROADCASTING.

Chief Engineer-announcer. Also play-by-play. Dependable, hard worker. Best references. Will travel for permanent job. Available after May 16. Box 79B, BROADCASTING.

Situations Wanted (Cont'd)

Opportunity doesn't even have to knock! Young vet, 1st phone, second telegraph, Class A amateur licenses. Technical and amateur background on AM, FM and TV transmitters. Also TV studio and cameras. Short of experience, long on ambition. Ready, willing and able to work. Box 63B, BROADCASTING.

Experienced engineer desires position with progressive midwest station. Box 64B, BROADCASTING.

First phone vet seeks engineer position midwest. All replies acknowledged. Box 66B, BROADCASTING.

Engineer—1st phone, single veteran, experienced, have car. Southern states, preferably Georgia or Alabama. Box 78B, BROADCASTING.

Engineer—8 years experience. Transmitter and studio operation, installation, trouble shooting, and preventive maintenance. Good record and references. Box 90B, BROADCASTING.

Desire position as chief engineer of midwest station. Box 65B, BROADCASTING.

Engineer first phone desires transmitter position AM, FM. Any location. Box 92B BROADCASTING.

Engineer-announcer wants position midwest station. Best references. Box 96B, BROADCASTING.

1st phone, will travel need start, have car if necessary. Felix D'Ambrosio, 439 East 121 Street, New York City.

First class engineer, construction experience, factory trained, thoroughly familiar with both AM and FM operation and directional arrays. Available immediately. Call or write David Dodd, 2211 Saratoga Drive, Louisville, Kentucky, telephone Highland 4634-R.

Transmitter operator, 18 months experience in AM station, has announcing potentialities. Desires position in liberal station. 27, single, colored, veteran. Will write full particulars upon request. Good references. R. Johnson, 2604 Eddie St., Youngstown, Ohio.

Chief engineer, build, remodel or operate your station. 20 years experience gets things done. Reasonable salary. Married. Have car, tools & equipment. Can go anywhere. Picture and details available with disc. Mr. Kidd, Box 866, Fredericksburg, Texas.

Combination engineer-announcer. First phone. 14 months CBS affiliate. Experienced all types announcing. Good engineer. Immediate availability anywhere. H. E. Lundquist, General Delivery, Reno, Nevada.

Engineer, first phone, 2½ years college. CREI broadcast course, nearly two years AM-FM development engineering with broadcast equipment manufacturer, ten in radio mostly communications, three months station experience. Marsh, 1308 Rosedale, Chicago, Ill.

Engineer available immediately. Young man, single, experienced desires position with small station. Contact Tommy Milligan, 1007 W. Broadway, Louisville, Ky.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

". . . I would like to pass along a bouquet to your Classified Department. In search of an operator-announcer several weeks ago, we placed one ad in your classifieds. The response was most gratfying from applicants of all grades of experience in all parts of the country. . . . We selected our replacement, and a good man he is, from one of the respondees to that classified. . . ." William B Murphy, Manager, KSUE, Susanville, California.

Production-Programming, others

Idea team. Radio and television. Presently employed. Woman — competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Available now — Experienced radio news writer, announcer, reporter, 24, B. J. from Missouri University, radio major, veteran, will travel. Prefer radio or TV, good references. Box 43B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

Producer-announcer, young, versatile, college, NBC trained. Excellent voice. Production thoroughness plus showmanship. Resume, disc, available. Box 30B, BROADCASTING.

Grad television workshop has good theatrical and sports background but no TV experience. Need experience to get a job—but where can I get experience if no one will take a chance. Station or agency, not particular; married but will relocate. Box 42B, BROADCASTING.

Continuity writer wants assignments by mail. Specializing on spot announcements. box 47B, BROADCASTING.

Program director — sports announcer, thirty six, married, college graduate, twelve years radio experience. Covered live and wire all sports, major leagues and college. Established reputation, excellent references. Former pro. Successful idea, production, program continuity man. Want change to sports minded, aggressive station where hard work pays off. Box 48B, BROADCASTING.

Continuity writer. Radio education plus two years actual radio experience. Presently employed in 1000 watt Illinois station. For copy samples, letters of recommendation and further details write Box 53B, BROADCASTING.

Program director—Seven years experience all phases. Well rounded ability. Desire to locate permanently. Married, dependable, conscientious. Best of recommendations. Prefer midwest. Box 58B, BROADCASTING.

I can deliver the goods on one of your most salable commodities, local news. Thoroughly experienced all phases news-gathering, writing, and editing. Experienced other phases radio writing and announcing. Currently employed as news editor. Box 74B, BROADCASTING.

Wife wants to live in Texas. I want to live with wife. Therefore, one able news editor, newscaster, reporter available for southern assignment. Presently with midwestern network affiliate. Forceful delivery, good diction, college graduate. Further details from Box 95B, BROADCASTING.

Radio and TV writer and producer, network experience, public relations background. Desires connection with national association to handle radio-TV publicity. Box 102B, BROADCASTING.

Program manager—Seven years experience in network programming and production. TV background. Sales ability, too. Box 103B, BROADCASTING.

Continuity writers. Men and women trained in traffic, production, announcing and programming. Thirty-five to fifty week to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone Ha. 0473.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

Need a good announcer? Television-radio, you won't be sorry. Box 67B, BROADCASTING.

Announcer—Three years experience AM and FM, present'y employed, married, wants work in television. Strong on news, music and drama. Any offer considered. Box 114B, BROADCASTING.

Production-Programming, others

Television broadcasting production director and facilities coordinator. Thoroughly experienced with latest equipment. Familiar with techniques necessary to solve problematical phases for smooth results. Essential and advanced training background acquired at Radio City, New York. Box 108B, BROADCASTING.

Does your television station need an alert, aggressive man to handle your scenery problems? Experience includes Little Theatre scenery designing, radio announcing, script writing and college dramatics. Primarily interested in organization with advancement possibilities. Jack Carpenter, 277 DeBaliviere, St. Louis, Mo.

(Continued on next page)

Television (Cont'd)

Technical

Engineer—Interested television station. Experienced broadcasting, marine, amateur, radar, photography, knowledge television theory, physics degree. Own car, single, 24. G. Fleer, 5702 14 Ave., Brooklyn, New York.

For Sale

Equipment, Etc.

1—640AA WE cond. mi. with 1—RA1095 WE cond. mi. amp. First come first served. Price, $354.95. Box 37B, BROADCASTING.

6 RMC DL-1D heads, 2 arms for same with filters. 3 months old. Excellent condition. Howard Stanley, WEAM, Arlington, Virginia.

Collins 1 kilowatt transmitter, type 20-K; 2 years old; used only as auxiliary; spare tubes; $4500. WHDH, Boston.

For Sale—Tower, self-supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

GE model BT1A 250 watt FM transmitter with tubes and crystal used but in new condition. Will tune to your frequency and guarantee performance. Attractively priced for quick sales. Gates Radio Company, Quincy, Illinois or Warner Bldg., Washington, D. C.

Now 5000 watts, we've priced our 1000 watt Raytheon transmitter for quick sale! Frequency 530 to 1600 kc. In excellent condition, has spare parts. A steal at $4,000. Blaw-Knox tapered self-supporting tower, grounded, 235 feet, $1,000. Howard Stanley, WEAM, Arlington, Virginia.

Wanted to Buy

Am interested in investing and managing successful station. Am prepared to make a reasonable down payment and pay balance from profits. Would be interested in partnership. Box 75B, BROADCASTING.

Studio console, late model, **good condition. Airmail full description, cost,** KULA, Honolulu.

Wanted—For training purposes: Console, amplifier, three speakers, three mikes, two turntables, recorder, records and transcriptions good condition, three Western Union clocks, several earphones. N. W. Vocational Institute, 745 Grand Avenue, St. Paul 5, Minnesota.

Miscellaneous

Do you have a small savings you want to increase but too small to use? Invest it in a radio station with persons like yourself. Put your savings, no matter how small, to work. Make it grow. If interested write Box 86B, BROADCASTING.

Employment Service

Mr. Manager—Trouble filling vacancies? The persons needed register here. Openings—managers, chief engineers, announcers, salesmen, announcer-technicians. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Managerial

Station Manager

Wanted Immediately

Newspaper owned radio station in rich central Illinois. Salary and bonus arrangement. An excellent opportunity for an experienced, qualified manager who is community minded, with highest character, including selling and promotional ability. He must be able to take complete charge of this valuable AM-FM station. Present manager accepting better position elsewhere. Give full information including salary requirements and photo if possible in first letter. Write: *Joseph M. Bunting, The Daily Pantagraph, Bloomington, Illinois.*

Situations Wanted

Managerial

WANT THE BEST?

One of radio's best qualified managers. 22 solid years of radio experience from 3 networks, 50,000 watters to 250 watters.

Just read this record:

Announcer: Good enough for 11 network commercials.

Newscaster: Esso Reporter five years.

Commentator: Sponsored for two years by Studebaker.

Sportscaster: Two hour sports show for Gunther. Winner of the Sporting News Award for baseball play-by-play. Adam Hats from the Garden.

Promotion: Promotion Manager for a 50,000 watter.

Program: Program director at three stations. Program Director of the Overseas Branch of The Office of War Information.

Writer: Writer of seven syndicated programs.

Sales: Sales manager of two stations. Sales-Service Director of 50,000 watter.

Manager: General Manager of three stations. Built two into real money makers from the ground up. Eighteen months ago built a new daytimer and made it so tough for the competition (an old established fulltime network station) that they bought up my five year contract.

Absolutely dote on competition. The tougher the better. Guarantee to make money if the audience potential is there, and I have full rein.

Good civic club man—good mixer—do not drink.

Finest of references.

Am willing to consider fair salary and percentage of profits with at least a two year contract and a free hand. Am profitably engaged, but desire something with a larger potential. Can provide an excellent, hard working sales manager, too.

BOX 117B, BROADCASTING

Production-Programming

ASPIRING PRODUCER-DIRECTOR—No boaster, but a good worker. 4 years college. 3 years radio with NBC, ABC and MBS affiliates. Married, have a family and am available immediately. Will do continuity, announcing, special events, control room operation, dramatic shows or any thing that is needed to be done. Box 120B BROADCASTING.

Television

Technical

TELEVISION

22 years experience radio/television technical operations, camera to antenna. Nearly 15 years with present leading network employer. Familiar program and directorial problems. Desire affiliation progressive concern.

BOX 110B, BROADCASTING

Production-Programming, others

RADIO - TV DIRECTOR, midwest 4 - A agency, seeks metropolitan agency, station or network connection. At 34, thoroughly seasoned in all phases, broadcasting and merchandising, at large and small stations and agencies. Crack writer. Heavy on ideas. Write Box 119B, BROADCASTING.

For Sale

Equipment, etc.

FOR SALE new unused equipment at 50% below cost.

1 Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, base and sectionalizing insulators if desired.

1 GE BT1A 250 watt FM Transmitter
1 GE BP2A FM Freq/Mod Monitor
4 RCA BA2B Booster Amplifiers
1 RCA 86-1A Limiting Amplifier
1 RCA BA4C Monitor Amplifier
3 RCA "ON AIR" Lights

Used equipment also available at 70% below cost includes: RCA Varacoustic Microphones, WE 124D Line Amplifier, Presto "Y" portable recorder with head and amplifier, Radiotone R16 portable recording turntable with head.

WHHH, 2nd National Bank, Warren, Ohio

USED BROADCASTING EQUIPMENT

G.E. model BT1A FM 250 watt transmitter with tubes. Will adjust to frequency and make ready to go. Gates 250C-1 transmitter AM 250 watts with tubes. Raytheon RC11 Console complete. Raytheon RA-10 limiter. General Radio 1181AR frequency monitor. Pair Presto model 64A latest type dual motor turntables. Will equip with pickups of your choosing. All used but in excellent condition and priced to move fast.

GATES RADIO COMPANY TEL. 522
QUINCY, ILLINOIS

Stations

Florida Station
Absolutely In Exclusive Market
Station Paid 25% in 1948
In Florida's Fastest Growing City
Very Economical Operation
Well Equipped
Fulltime
Good Reasons for Selling
Price $100,000
Box 77B, BROADCASTING

Southwestern 250 W Mutual Affiliate

Located in fast growing area grossing over $90,000 making $30,000, well equipped. Priced right.

HARVEY W. MALOTT

Scarritt Bldg., Kansas City, Mo., Ph. Victor 4339

Miscellaneous

PROGRESSIVE STATIONS!

We are the manufacturers of the FASTEST-selling, most sought-after NECESSITY article ever offered on the air! Item sells for $2.95 with money-back GUARANTEE. If you're interested in an HONEST, reputable proposition, we guarantee to do RIGHT by YOUR Listeners.—We have excellent REFERENCES! For full details wire or write to L. F. Co., 5008 Melrose Ave., Hollywood 38, Calif.

NYC Radio Exams

EXAMINATIONS are soon to be held for positions with the Municipal Broadcasting System, New York, Municipal Civil Service Commission announced May 2. The commission will accept applications until 4 p.m. May 18. Positions are assistant program director and radio operations assistant. The former pays $4,450, the latter $2,100. Additional information may be secured from New York's Municipal Civil Service Commission, 96 Duane St.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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Please send information concerning
☐ Correspondence ☐ Residence Courses.

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Address.....

City.....State.....

Southwest Network Station

A 250 watt fulltime network affiliate in an important Texas market. Excellent equipment and facilities. Gross business is in excess of $6,000 per month. Price for immediate sale is $50,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Respects

(Continued from page 44)

with each school year.

In Cape Girardeau's Central High School, he was president of the student body, active in dramatics, music and debating. He failed to graduate at the top of his class by 13/1,000's of a point, but had the satisfaction of passing the winner at Southeast Missouri State College, where he was top man in the class of 1936. Mr. Margraf still believes, however, that the other student was the better scholar.

Again, in college, he found time for school activities, such as debating, editing the *Sagamore*, the school annual; and for more music and dramatics efforts. One summer he joined a band on a Cunard liner and loafed his way across the Atlantic several times, collecting for his trumpeting only his keep and the ride.

Law at Duke

The following fall, however, he went back to the grind, accepting a scholarship to Duke Law School. He could have chosen a scholarship to U. of Missouri, but decided that Duke would be more broadening to a man from Missouri. His career at Duke quickly followed the Margraf pattern which by that time was pretty well defined. He led his class, became editor of the *Duke Bar Journal*, and made Order of the Coif, legal honorary society. All these accomplishments were attained while he earned his way as a research assistant for two law professors.

After law school, he adjusted his rimless glasses, an appendage traceable to long hours of briefing cases, and turned his eyes toward New York. There he became a cog in the firm of Wright, Gordon, Zachry & Reindel, a firm which later became Cahill, Gordon, Zachry & Reindel. The firm represented RCA and NBC. The job carried Mr. Margraf into an NBC vice presidency.

At the law firm, he received his introduction to radio law. Three years after joining, he was transferred to Washington, D. C., where he headed the firm's office. Sent to the National Capital for a one-year assignment, he remained six years —until appointed to the NBC vice presidency.

In Washington, he represented NBC in clear channel hearings, color television hearings, FM application cases and other matters before the FCC. He prepared material for both RCA and NBC in Congressional and other hearings.

From that activity, NBC brought him back to New York—right into the middle of the confusing picture television had introduced in network legal affairs.

Video Problems

He worked with Mr. Denny in developing the new television affiliation agreement. The various rights, labor problems and other matters which had more or less become known quantities in AM network operations had to be re-examined in the light of television.

Meanwhile, there were always the knotty little problems that constantly flow into a legal department—such as the time some barracks-room language in Russian contaminated the NBC airwaves, or the recent action by Tallulah Bankhead protesting the use of the name "Tallulah" in connection with the Prell Shampoo copy. On the latter score, NBC legal department has received numerous unsolicited letters from or about all kinds of Tallulahs.

In addition to the network problems, Mr. Margraf also is active as chairman of the Communications Committee of the New York County Lawyers Assn. and as a member of the Committee of Radio Broadcasters of the Advisory Council on Federal Reports, which advises the Federal Bureau of the Budget on review of FCC forms and methods. He is a member of the New York, District of Columbia and Missouri bars, has been admitted to practice before various tribunals including the Supreme Court of the United States.

All of which does not give him as much time as he'd like to spend with his family. His wife is the former Grace Margaret Houck, whom he met as a fellow student at Southeast Missouri State Teachers College. At the time, Miss Houck, great niece of Louis Houck, Missouri railroad builder and historian, was a physical education major. They were married in 1939, when he went to New York. Their children are: James Houck, 6; Patricia Lee, 4, and John William, 1.

On weekends, however, he tries to fulfill the functions of fatherhood, which includes briefing the youngsters, an activity which should be ducksoup after a week-long chore of advising NBC executives on the matters troubling them. But somehow, the weekend seldom is long enough for him to get in the reading he wants to do or the tennis he'd like to play.

When it is over, he swings back onto the train again Monday morning and is off to another round of work. At his desk, the legal ramifications of a network get untangled. As the day progresses, the Margraf brown hair gets mussed, the desk gets rid of some burdens but adds others. There always is a tendency to feel sorry for a man who works most of the time—even a vice president. Such emotion would be misplaced, if directed toward Mr. Margraf. Why feel sorry for a man pursuing a hobby?

Speakman Named

EDWIN A. SPEAKMAN, member of the Institute of Radio Engineers and formerly radio engineer with Philco Corp., has been appointed executive director of the Committee on Electronics, Research and Development Board, National Military Establishment. His appointment, announced last Thursday by D. A. Quarles, committee chairman, is effective today (Monday). He succeeds Norman L. Winter, former committee director since its formation in 1946.

News

EDWARD R. NATHAN, assistant CBS Western Division editor for past three years, has been named editor effective yesterday. He replaces **JOHN MESTON**, recently named editor of network programs, Hollywood. **RICHARD-GEORGE PEDICINI** of CBS-KNX Hollywood script department, takes over his post as assistant editor.

DOROTHYA C. RIEGER, formerly in news and sales promotion departments of WCBS and WCBS-TV New York, has been named assistant to **ARTHUR E. PATTERSON Jr.**, WHLI Hempstead, N. Y., director of public affairs.

GEORGE HICKS, radio news and special events reporter, has joined NBC's news and special events department.

PAUL NAKEL, sportscaster on WJMO Cleveland, is the father of a boy, Michael Alan.

Commercial

BERNARD HOWARD, formerly sales account executive for eastern division of **Forjoe & Co.**, national station representative, has been named sales manager.

JOHN ROSSITER has been appointed sales manager of WICU(TV) Erie, Pa. He was formerly sales manager of WIKK Erie.

KDYE Oklahoma City, Okla., appoints **Radio Representatives**, Chicago, to handle its representation effective June 1. Firm began representing **WPGH** Pittsburgh May 1.

ROBERT L. LIVINGSTON, formerly assistant manager of Washington Gas Light Co., has joined WMAL and WMAL-TV Washington as commercial representotive.

WJLS (AM-FM) Beckley, W. Va., has appointed **Weed & Co.**, New York, as national sales representative.

JOHN SULLIVAN has joined sales staff of WCOP Boston. He was formerly commercial manager of WLIP Kenosha, Wis., and WESX Salem, Mass.

RALPH POHLAND has joined KCMJ Palm Springs, Calif., as salesman.

MURRAY C. EVANS, former account executive at WHLI Hempstead, N. Y., has been appointed sales manager of WGBB, Freeport, N. Y.

JEANNE C. ORR has joined KVER Albuquerque, N. M. Mrs. Orr was formerly with KOOL Phoenix as traffic manager.

SAM ELKIND, on sales staff of KSFO San Francisco, is the father of a girl, Natalie Susan.

DOROTHY KURTWEIL of Chicago office of **John E. Pearson Co.**, station representative, has resigned to be married early next month. **MARION AZZARELLO**, for past four years radio timebuyer for Simmonds & Simmonds agency, Chicago, will replace Miss Kurtweil.

BILL WALBRIDGE, general sales manager for WWJ, WWJ-FM, and WWJ-TV Detroit, is the father of a boy, Peter Frederick.

BILL BAXLEY, KECA Hollywood sales executive, is the father of a girl, Christine Helene.

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You are prepared for

1ST CLASS PHONE (FCC) LICENSE in 4 to 8 weeks.

Practical Instruction

Classes and training conducted directly in New York City radio stations.

Arrangements For Quarters

Combo training (announcer-engineer) also available.

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TEXAS 1000-WATT DAYTIME STATION

Only $10,000 Down

$40,000 Full Price

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, *President* — Albert ZugSmith, *Exec. Vice Pres.*

317 South Sixteenth Street — Phone KIngsley 6-1132

Philadelphia 2, Pa.

Adv.

First Homemaker

ELLEN ROSE DICKEY RETURNS FOR WLS 25th ANNIVERSARY

In 1924, Ellen Rose Dickey pioneered radio homemaking programs on WLS in Chicago. Like many other oldtimers, she has kept in touch with her "alma mater" and this year paid WLS a visit in connection with its 25th anniversary celebration.

Martha Crane and Helen Joyce interviewed Mrs. Dickey on "WLS Feature Foods," modern broadcasting-merchandising counterpart of the early day homemakers' hour. Martha took over the Homemakers' Hour in 1928 and in 1935 was joined by Helen Joyce to form the WLS Feature Foods team which has talked to Chicago area housewives ever since.

Mrs. Dickey was told about the merchandising group which calls on over 1,500 key retail food outlets in Chicago and suburbs, reporting on sales, displays and grocer-interest in products advertised on WLS Feature Foods—one of America's best known women's programs and a powerful selling force in America's second marketplace.

WLS
1924 — — — 1949
Chicago 7
Represented nationally by John Blair

FAB ACTION

Hits Federal Time Requests

ACTION to protect stations from free-time solicitations by federal agencies, with the threat of FCC disapproval "subtly exploited," was taken at the May 6-7 meeting of the Florida Assn. of Broadcasters.

Convening at Ponte Vedra Beach, Fla., the state group unanimously adopted a resolution designed to check what members called "an unreasonable and dangerous trend."

The two-day meeting included talks by Roy Harlow, of BMI, on use of music in programming; Lee Hart, NAB, on productive retail radio advertising, and Al Halberstadt, Procter & Gamble media dirrector, on P&G's radio program policies. The three sat in a question panel after their talks.

Ken Ballinger, FAB legislative representative, reported on developments at the state capital.

Officers elected were: W. Wright Esch, WMFJ Daytona Beach, president; Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president; Jerry Stone, WNDB Daytona Beach, secretary-treasurer. The board of directors includes William G. McBride, WDBO Orlando, retiring president; John I. Prosser, WKAT Miami Beach, and S. O. Ward, WLAK Lakeland.

Text of the resolution urging stations to provide free time to government agencies only under specified conditions follows:

Whereas The Florida Assn. of Broadcasters is primarily an organization for the interchange of ideas between Florida broadcasters and for the protection of the mutual interests of the same, and

Whereas it is within the province of this organization to bring to light trends not to the best interests of these broadcasters and to recommend action that may seem appropriate and justifiable for correcting such trends, and

Whereas solicitations by numerous government agencies are steadily increasing for "free time" for such activities as Army, Navy and Marine Recruiting, Social Security, Bureau of Internal Revenue, ad infinitum, under which philosophy the ever-present threat of FCC disapproval is subtly exploited by presenting such solicitations in the guise of "Public Service," and

Whereas devoid of this apprehension of FCC disapproval there exists no more reason for the complimentary furnishing to government agencies of a product produced by broadcasters at great cost than there exists for any other manufacturer or producer to furnish his product without cost, and

Whereas there is ample precedent for paid use of advertising mediums by all levels of government, and

Whereas radio broadcasting stations are operated as free and private enterprise, enjoy no immunity from taxation by the federal government and depend solely upon the sale of broadcast time for the revenue which makes payment of these taxes possible;

Be it therefore resolved by the Florida Assn. of Broadcasters at this annual meeting that member stations be urged to provide broadcast time without charge to such agencies only when such agencies are unable to pay for and do not pay for other related services such as artists' fees, writers' fees, transcription costs, other advertising mediums, administration salaries and costs and other related costs for goods and services furnished by other manufacturers and/or producers.

Adopted May 7, 1949, at Ponte Vedra, Fla.

REGIONAL manager for Chrysler Sales Corp., A. J. Morrison (r), meets bandleader Sammy Kaye (center) during visit to St. Louis. Transcribed *Sammy Kaye Showroom*, sponsored by Chrysler, will be broadcast in St. Louis on KXOK starting May 17, Tuesdays, Thursdays and Saturdays, 7-7:15 p.m. At left is John H. White, KXOK salesman on Chrysler account.

ELLERY STONE

Heads Capehart-Farnsworth

ELLERY W. STONE, a vice president of International Telephone & Telegraph Corp., was elected president of Capehart-Farnsworth Corp., new IT&T subsidiary which is the successor to Farnsworth Television & Radio Corp. David R. Hull, assistant technical director of IT&T, was named executive vice president of Capehart-Farnsworth. The following officers also were elected:

Philo T. Farnsworth, vice president; Henry C. Roemer, vice president; William Clausen, vice president; P. H. Hartmann, treasurer; W. F. Hoeppner, comptroller; Chester H. Wiggin, secretary and assistant treasurer; Dudley M. Day, assistant secretary; C. Douglas Webb, assistant secretary; John J. Brosnan, assistant treasurer; Edmond H. Dufau, assistant treasurer, and Roy H. Workman, assistant comptroller. Edwin A. Nicholas, former president of Farnsworth, will act as assistant to the president.

Members of the board of directors are: Sosthenes Behn, George Everson, Philo T. Farnsworth, William H. Harrison, Charles D. Hilles Jr., David R. Hull, Edwin A. Nicholas, Henry C. Roemer and Ellery W. Stone.

JOHNNY CLARKE, who conducts daily *Johnny Clarke Show* on WNJR Newark, was inducted into Enlisted Reserve Corps of U. S. Army during show.

FM HOUSE ORGAN

Suggested by Faught

FM and facsimile offer industry "a great potential to achieve better relations among management, worker, customer and stockholder," Dr. Millard C. Faught, New York economist and public relations consultant, told the Detroit Chapter of the Public Relations Society of America last Monday.

Dr. Faught suggested most major industrial plants, banks, stores and other enterprises could have their own small FM stations at a cost of less than $2,000 to serve the same purposes as house organs. He said he believes the FCC "would look with favor on such added use of radio in the public interest."

Facsimile receiving units around plants, railroad yards, branch banks and other places could eliminate a lot of red tape and paper work, he said, and signals could be transmitted simultaneously with an FM service.

The full use of radio "is nowhere yet in sight," he predicted, adding, "To say that TV will obsolete radio is the equivalent of expecting people's ears to fall off."

WIL, KWK MOVE

Announce New Locations

WIL St. Louis will move its studios and offices to the Chase Hotel on or about June 1, L. A. Benson, president and general manager, has announced. KWK St. Louis, which had its offices and studios in the Chase Hotel, moved into the new *Globe-Democrat* radio building at 12th and Cole Sts. on May 10.

WIL will occupy the ninth floor of the hotel. Its FM antenna will be erected on the roof. The station was originally located in the Chase in its early days of operation when the call was WEB, Mr. Benson said. WIL is owned by the Missouri Broadcasting Corp. and operates on 1430 kc with 5 kw. KWK operates on 1380 kc with 5 kw and is owned by Thomas Patrick Inc.

NEWS staff of KLZ Denver is collaborating with a Denver U. survey conducted to judge news interests of listeners in Denver area.

It's No Bull!

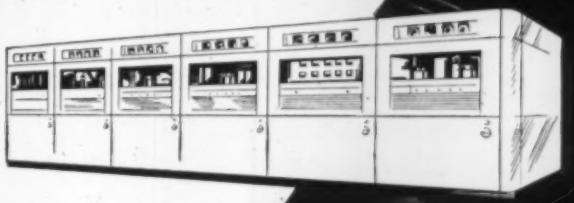
. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW
Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

YOU CAN BE **SURE**.. IF IT'S

Westinghouse

METAL RECTIFIERS THROUGHOUT



The New 50-KW AM Transmitter

BLUE RIBBON Dependability

For the first time in *any* transmitter, metal rectifiers have been successfully used to supply *every* stage including the final! The new Westinghouse 50-kw AM transmitter does not contain any tube rectifier!

Westinghouse pioneered the application of metal rectifiers to broadcast transmitters. The pioneering is now backed by years of experience with many installations. These are typical comments:

"KXEL has been on the air for six and one-half years, and to date, has not experienced a moment's difficulty with a single metal rectifier."

Signed: Don Kassner, Chief Engineer
Josh Higgins Broadcasting Co.

"For your information, our Westinghouse . . . Transmitter (Station WBBM) has been in operation for almost seven years.

"During this period I am pleased to say that we have not had a single case of trouble with our Westinghouse metallic rectifiers."

Signed: J. F. Novy, General Engineer
Central Division—CBS

Metal rectifiers have virtually unlimited life and *eliminate* tube rectifier failure as a cause of outages.

Get the details *today* about this and other important features of Westinghouse transmitters.

Call your local Westinghouse representative, or write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.

J-02170

Westinghouse

FIRST IN BROADCASTING

Production

JOEL A. CHASEMAN has been appointed assistant to program director of WAAM(TV) Baltimore. He has been with station since its debut in November 1948.

BUZZ HASSETT has been appointed program director of KROS Clinton, Iowa. He was formerly sports and special events director of KCRG Cedar Rapids, Iowa.

Mr. Hassett

DICK BARBER, formerly of KVNU Logan, Utah, has joined announcing staff of KLZ Denver.

FRANK HARDEN, staff announcer at WMAL and WMAL-TV Washington, is the father of a girl, Daphne Guinn.

PAUL ROY GOWEN has resigned as production manager of WARK Hagerstown, Md., to enter construction business in Bethesda, Md.

SHERMAN K. HEADLEY has been named television producer for WTCN-TV Minneapolis-St. Paul.

FRANK HARDEN, program director of WIS and WIS-FM Columbia, S. C., has been elected president of Columbia Junior Chamber of Commerce.

ALLEN PHILLIPS has joined announcing staff of WOL Washington.

WILLIAM BALABAN, son of **JOHN BALABAN**, president of Balaban & Katz theatre chain and WBKB(TV) Chicago, begins directors duties after working as station's publicity assistant for past six months.

FORD PEARSON has been named announcer on ABC *California Caravan*.

DALE DWELLEY, formerly of KVON Napa, Calif., has joined staff of KSUE Susanville, Calif., as operator-announcer. He has started two western disc shows.

ANDY WILSON joins program staff of KMPC Hollywood. For past three years Mr. Wilson has been associated with KOY and KOOL, both in Phoenix.

TOM DUGGAN, WILLIAM GRISKEY and **FRANK FREDERICK** have been added to NBC Chicago program staff as vacation relief personnel.

DON ORLANDO, accordionist, has joined staff of WBBM (CBS) Chicago.

CARL GREYSON, formerly of WSM Nashville, has joined announcing staff of WGN Chicago.

JACK PACKARD has joined WCSI (FM) Columbus, Ind., as announcer. He replaces **CHARLES POWELL**, resigned.

ART LaPAUGH has joined WCSS Amsterdam, N. Y., as staff announcer.

JAMES T. MAHONEY, program director of WLAW Lawrence, Mass., was featured speaker at Radio Panel of National Federation of Catholic College Students held at Boston College recently.

DINO FAZIO has joined WNLK Norwalk, Conn., as Italian announcer on its *Happy Italian Hour*.

BOB VAN CAMP, announcer-organist at WSB Atlanta, has been elected for professional membership in Alpha chapter of Di Gamma Kappa, honorary radio fraternity.

HENRY COOKE, NBC Chicago announcer, is the father of a girl, Margaret Ann. **HUGH DOWNS**, also on NBC Chicago announcing staff, is the father of a girl, Deidre Lynn.

MATTY MALNECK, musical director of NBC *Duffy's Tavern*, is the father of a girl, Patricia.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

TRANSIT RADIO

Baltimore Plans July Start

COMPLETION of plans to install Transit Radio system in Baltimore city busses was announced jointly last week by WMAR-FM Baltimore, the *Sunpapers* outlet, and the Baltimore Transit Co. The service is to start around July 15 when 60 busses will be equipped with FM receivers.

First four months of Transit Radio will be operated on a trial basis, the announcement stated, during which time passengers will be invited to comment on the service. Following the trial period, it is planned to expand the service to more busses and eventually to have all Baltimore busses equipped. Specially created programs of music and brief newscasts will be broadcast by WMAR-FM for the bus service. Official launching of Transit Radio in Baltimore follows experimental tests of the service conducted in that city last year.

ABC REPORT

McNeill Highest Paid, Woods Gets $75,000

DON McNEILL, emcee of ABC's *Breakfast Club*, drew $180,229.40 from the network during 1948—the largest sum paid by ABC for services.

He was listed among 16 persons—neither directors, officers nor employes of ABC—who were paid $20,000 or more for services. His remuneration was reported to the SEC as part of ABC's annual report.

Mr. McNeill, by a wide margin, topped the salaries received by the three highest-paid employes on ABC's regular payrolls. They were: Mark Woods, president, $75,000; F. Alden Russell, known to radio fans as Ted Malone, $79,350, and Paul Whiteman, who was paid $21,666.56 as vice president and $123,650 as a radio artist, a total of $145,316.56.

ABC reported it paid 30 officers and radio artists on the regular payrolls $20,000 or more. They divided among them a total of $1,220,941.28—an average in excess of $40,000 per year.

Only the three top regular employes were named in the report. All the "independent contractors," however, such as Mr. McNeill, who made $20,000 or over were set forth. They were:

For program services—Allen Funt, $78,626.91; Margaret Lynch, $62,549; Ed and Pegeen Fitzgerald $57,969.72; Robert Jennings, $47,491; Lester Lewis $40,380.85; Larry White, $34,911.41; H. R. Baukhage, $32,233.51; Alice Maslin, $25,679.45; Cal Tinney, $20,800; Katherine T. McNeill, $20,012.60.

For rating and circulation services—A. C. Neilsen Co., $37,216.12; C. E. Hooper Inc., $26,374.20, and Broadcast Measurement Bureau, $25,222.82.

For engineering services—Kear & Kennedy, $31,302.82.

For brokerage commission — Smith Davis Corp., $42,500, in the sale of WOOD Grand Rapids.

Edward J. Noble, chairman of the board, was listed as the only shareholder owning more than 10% of any class of ABC securities. He owned 901,667 shares, or 53.38% of the common stock, it was reported.

The network also explained its depreciation policy, stating land improvements were depreciated over a five-year period; buildings over 10, 20 and 33⅓ years; transmitters over 5 to 12 years; furniture and fixtures over from 7 to 15 years; equipment over 4 to 15 years, and automobiles over four years.

Almost $4,500,000 was spent by the network for new property, plant and equipment in 1948—much of it for television. The figures:

	Jan. 1, 1948	Dec. 31, 1948
Land	$187,674.57	$408,724.84
Land Improvements	1,876.29	1,876.29
Buildings	519,709.62	935,939.18
Transmitters	716,319.97	1,434,177.51
Furniture, Fixtures	461,366.01	509,272.57
Automobiles	12,343.83	68,167.27
Airplane	40,000.000	
Equipment	249,092.65	1,781,303.28
Leasehold Improvements	262,386.71	960,228.34
Television Equipment, other Construction in Progress	506,354.10	1,188,624.27
Total	$2,957,113.75	$7,339,303.65

FTC HEARING

On Insurance Sales Rules

HEARINGS on FTC's proposed trade practice rules for the mail order insurance industry will be held in Washington, D. C., on May 28, FTC has announced. Invitation to "present views, suggestions or objections" was extended to those firms offering insurance for sale through interstate communications.

FTC's proposed rules cover advertisements used to promote insurance sales by radio, mail or other media. The rules would embrace "all newspaper and periodical advertisements, radio broadcasts, letters, policies . . . testimonials, endorsements or other promotional communications. . . ."

Communications in writing must be filed with FTC no later than May 25. The oral hearing follows a trade practice conference of the industry held in Chicago.

Insurance firms accounted for 2.1% and .4% of all network and spot radio net sales, respectively, in 1948. Network grosses from insurance category totaled over $340,000 for January 1949. It is not known how many companies handled mail order business.

THE Fred A. Palmer CO.

Columbus, Ohio

Radio Consultants

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Management and Operation

(20 years experience)

● SALES CAMPAIGNS

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STEERING committee for proposed Chicago-area FM association confers on organizational plans at WFMF, Marshall Field FM station. Participants include (l to r) Walter F. Myers, chief engineer, WFMF; Ralph J. Wood Jr., manager, WMOR; Bernard Jacobs, manager, WOAK Oak Park; Ted Leitzell, manager, WEFM (Zenith), and Edward Wheeler, manager, WEAW Evanston. Mr. Wood originated the idea as an aid in improving set and time sales and in surveying listener preferences.

RMA

Coy Praises Achievements; Chicago Meet Opens

FCC Chairman Wayne Coy on the eve of the Radio Mfrs. Assn. Silver Anniversary convention May 16-19 at the Stevens Hotel, Chicago, praised RMA's achievements.

In a letter to Max F. Balcom, RMA president, Chairman Coy wrote that the 25th anniversary finds "our radio communications systems, in the building of which your members have played such a notable role, at undreamed heights of progress."

Reviewing the industry's progress in manufacture of sets and station equipment, Mr. Coy lauded RMA's leadership "in planning and building the sound foundations upon which our systems of radio communications are based and which have been so important to their spectacular growth." He acknowledged aid given by RMA through the National Television Systems Committee, Radio Technical Planning Board and Joint Technical Advisory Committee.

Concurrent with the convention is the Radio Parts Trade Show in which a number of related associations participate. Winding up the week's activity will be the all-industry banquet Thursday evening. Herbert H. Frost, one of RMA's founders and its first president, will speak briefly, with a variety show to follow.

On the Monday agenda are committee and section meetings lasting through the day. Similar specialized meetings will be held all day Tuesday, including a session of the Advertising Committee headed by Stanley H. Manson, Stromberg-Carlson Co.

The series of group meetings will continue all day Wednesday, with the board of directors meeting in the afternoon. A dinner will be held Wednesday evening to honor RMA past presidents and former directors.

Thursday's program includes division meetings in the morning, followed by an RMA membership luncheon. Presiding at the luncheon will be President Max F. Balcom and Bond Geddes, executive vice president. Mr. Balcom will deliver his annual report. Sen. Homer E. Capehart (R-Ind.) will address the luncheon. Officers will be elected and the new RMA board will meet that afternoon. Friday's only event is a golf tournament, with the Radio Industries Golf Club of Chicago as host at Olympia Fields Country Club.

The parts show program opens Monday morning with a general meeting and a luncheon by the Radio Parts Mfrs. Inc. National Electronic Distributors Assn. will meet in the afternoon for a short time, followed by a joint meeting of Electronic Parts & Equipment Mfrs.; Sales Managers Club, Eastern Division, and West Coast Electronic Mfrs. Assn. Delegates to the parts show will meet in the afternoon, followed by a session of member-exhibitors and general members of the show.

The display rooms and exhibition hall open Tuesday morning, remaining open through Friday afternoon.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

KOIL SPORTS DEAL

Motor Firm Gets Package

FOR the second successive year Webber Motors, midwest automotive firm, has purchased KOIL Omaha's entire sports package. The transaction involves approximately $59,000 in time, talent and production costs, an increase of more than $17,000 over last year, KOIL reports.

Included among Webber-sponsored sports programs during the coming year will be U. of Nebraska football broadcasts (at home and away), a weekly 15-minute fishing and hunting program, hockey (home games and playoffs both home and away), local professional boxing, baseball games and baseball sportscasts, daily 15-minute sportscasts, and sports bulletins. Other contemplated coverage includes regional basketball tournaments, swimming meets, boat races and midget auto races.

The KOIL-Webber deal is similar to one which gave General Electric Supply Corp. the sports package of KRNT Des Moines recently [BROADCASTING, April 25].

WSTV LABOR RULING

NLRB Recommendations

A RECOMMENDATION that Valley Broadcasting Co. (WSTV), Steubenville, Ohio, "cease and desist" from allegedly engaging in certain unfair labor practices has been issued by a National Labor Relations Board trial examiner, Howard Myers. The recommendation grew out of a charge filed last Nov. 10 by the Pittsburgh local, American Federation of Radio Artists (AFL), to the effect that WSTV had engaged in such practices and had refused to bargain with AFRA, although AFRA had been designated by NLRB as bargaining agent for certain WSTV employes.

Mr. Myers' recommendation, subject to NLRB affirmation, directs that, upon request, WSTV bargain collectively with AFRA as the exclusive representative of designated WSTV employes.

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.

Mr. Bill Smith
Buchanan and Co. Inc.
New York City

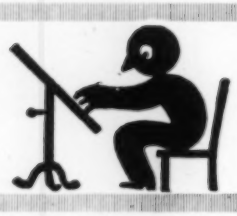
Dear Bill:

Us folks down here has been ahearin' thet a recession er sumpin' is agoin' on in th' country. Well sir, down here in WCHS territory yud never think it! Even durin' th' big depression back in th' 30s yuh had ter leave Charleston ter know how bad thins was. Yessiree, this is a mighty good spot fer bizness, and WCHS with her 5000 watts on 580 really covers it! Fer th' feller with thins ter sell, this is jest about th' best place in th' country, and WCHS has th' listeners ter do th' sellin'!

Yrs.
Algy

WCHS
Charleston, W. Va.

Promotion



ANNUAL city-wide spelling bee sponsored by WOL Washington and Washington *Daily News* registered record total of 82 contestants representing as many junior high and high schools in Washington and adjoining Virginia and Maryland counties. Steve McCormick, WOL program director, acted as master of ceremonies and official "Pronouncer" for fourth consecutive year. WOL aired bee, which was broadcast for first time this year. Prior to event, WOL and *News* scheduled concentrated two week campaign to publicize it. On its daytime personality shows station set interviews with all 82 participants. *News* photographers covered each interview session with daily pictures of youngsters in action before WOL mikes. Richard Hollander, managing editor of *News*, made a WOL appearance to outline the bee's background; station also featured special interviews with Washington, Virginia and Maryland Board of Education officials. Spelling Bee is sponsored nationally by Scripps-Howard newspapers and radio stations. Washington's winner will represent the Capital in the national finals scheduled later this month in Washington.

'Far Away Places'

WHILE playing Margaret Whiting's recording of "Far Away Places," Bill Sommer, disc m. c. on WKST New Castle, Pa., decided to have listeners send in articles from "Far Away Places," and offer prizes to one that was from farthest point. Contest ran for two weeks, with over 300 articles entered. They included Turkish water pipe and monkey's tail from Africa's Gold Coast. Winner was a Q. S. L. card from Southern Australia. Prizes were record albums. Display of articles was carried by WKST in Western Union window in center of New Castle.

Barbecue Time—Summer Time

BARBECUE aprons inscribed "199 Smart Advertisers Are 'Cooking' On WOR" were distributed by New York station to 1,500 timebuyers and advertisers in U. S., Canada and foreign countries. Suitable for chefs at outdoor parties, and stamped over front with WOR sponsor names, apron was distributed on theory that many ad men are suburban dwellers owning outdoor grills, and were sent out with first warm spell.

KDAL's Otto Mattick

NEWEST promotion piece of KDAL Duluth, Minn., features its ad gimmick Otto Mattick. Piece further carries out station's idea of long range promotion with slogan, "Hoopers Like This Don't 'Just Happen.' KDAL and CBS Personalities Plus Long Range Promotion Made it Happen!" Eight of KDAL's top personalities, who also have been publicized by way of outdoor billboards, are included. Piece is being sent to agencies and business representatives locally and nationally.

Eddie Newman's Sundae

EDDIE NEWMAN, personality on WPEN Philadelphia's *Eddie Newman Show*, concocted his Nutty Sundae for patrons of main Sun Ray Drug Store in Philadelphia. With each sundae ordered he gave an autographed picture of himself. This was another of WPEN's promotion stunts for show.

Quiet Fears

FIFTEEN thousand picture postcards have been distributed by KIRO Seattle in response to listener requests, to overcome impressions in other parts of U. S. that Pacific Northwest was devasted by recent earthquake [BROADCASTING, April 25]. Station offered postcards on all local-origination shows, plus schedule of spot anouncements throughout the day. In responding to requests for cards, KIRO included letter suggesting brief, to-the-point messages aimed at correcting impressions created by news stories and pictures. Project endorsed by Seattle Chamber of Commerce, Tourist Bureau, and hotel association.

Package Presentation

TELEVISION program ideas—"even good ones"—are a dime a dozen, Larry Kurtze of Service Unlimited, Chicago, wrote 400 agency executives and advertising managers of possible TV sponsors last week. He also pointed out that production know-how and directorial ability "builds the viewing audience of any show." Mr. Kurtze used the letter to preface the first in a series of presentations on his various TV packages.

Promotion Results

FIRST place in Pontiac Div. of General Motors new car promotion contest was won by Joe Bowcutt, manager of Western Motor Sales, local Pontiac agency, as a result of promotion put on by KPST Preston, Idaho, announcing 1949 Pontiac. Promotion was in form of direct broadcast from the Pontiac showrooms. "Chief Pontiac" was principal character in 15 minute show featuring two Indian maidens and two Indian braves. Plot centered around "Chief Pontiac's" return from Happy Hunting Ground to reclaim country after seeing new Pontiac.

Agency Folder

SYKES Adv. Inc., Pittsburgh, has published new folder entitled "What Distinguishes An Advertising Agency?" In it are described services which agency offers its clients, as well as products it has advertised and markets it has cultivated. Last page describes agency's key personnel.

Speech Tournament

WGAR Cleveland-Western Reserve U. Speech Tournament for high schools, inaugurated last year, started last month and continues through May. Contest is restricted to members of schools' senior classes. Grand award is four year scholarship to Western Reserve and part time employment at WGAR.

WMT Heifer Contest

FIRST prize in WMT Cedar Rapids, Iowa, Fifth Annual Dairy Heifer Contest was a purebred calf. Contest is held to stimulate interest in good dairying. First 15 winners and their parents and dairy officials were entertained at WMT awards banquet.

How Do You Pronounce It?

DIFFERENCE of opinion between Chamber of Commerce, citizens and WNOC Norwich, Conn., on how Norwich should be pronounced paved way for WNOC's newest listener participation show. Station aired eight announcements daily asking listeners to send in their choice of pronounciations—Nor-ridge, as in porridge; Norwich, as in witch, or Nor-ich, as in Greenwich (grenich). Results will be announced tomorrow (May 17).

High Dimes

CANCER Fund Drive for 1949 got an added boost when Jack Heald and Stan Erle, disc m. c.'s KAYL Storm Lake, Iowa, ran a "Dime Guessing Contest" on their respective shows. Object was to fill two glass tubes cut the exact height of each man. Tubes were diameter of a dime. For each dime contributed, listener was entitled to one guess as to how many dimes it would take to fill tube to which he contributed. Winners in each contest received their choice of a record album.

Open House

COMPLETION of the front lobby and elevator facilities at WIMA Lima, Ohio, was celebrated by station personnel with daily open house. Mutual affiliate, which took the air last December, distributed four-page color picture brochures to more than 400 visitors each day.

Early Birds Buy Chicks

FIFTY thousand baby chickens were sold in four weeks on WTOP Washington's *Housewives' Protective League* show, conducted by Mark Evans from 5:30-6 a.m. Mr. Evans sold chicks between records, weather reports, time signals and chatter.

Iris Show

FLOWER lovers and growers contributed to WJOI Florence, Ala.'s, Iris Show held at Rogers Department Store. Sixty entrants participated. Only two newspaper ads were used and all promotion was done on station in "off" times. Names of winners were given only on air by president of Florence Garden Club.

WQXR Ad

WQXR New York carried a half-page ad in *New York Times*, which listed the 314 different compositions by 96 different composers which station will air during May.

Young Wisconsin Artists

CASH music scholarships totaling $1,000 were awarded last month by WTMJ and WTMJ-FM Milwaukee to three winners in the 1949 "Starring Young Wisconsin Artists" radio concert competition. This was sixth year this project has been carried on by WTMJ in cooperation with Wisconsin Federation of Music Clubs.

ADVERTISERS, in 1948, spent $100 million for spot time.

BROADCASTING has at least one paid subscription going to 87% of the advertisers and agencies (regional and national) who placed this spot business.

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST

710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Woman's Work Is Never Done

BUT IN MEMPHIS SHE ALWAYS FINDS TIME TO

tune in to—

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

Every *Sales-Minded* Advertiser and Agency...

Need the '49

"RED BOOK"

STIMULATE SALES

ANALYZE COMPETITION

REALIZE NEW BUSINESS

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You'll find the new 1949 STANDARD ADVERTISING REGISTER an indispensable right arm in all your sales and advertising planning — because this one book with its cumulative monthly supplement, gives you accurate facts about the *Companies*, the *Agencies*, and the *People* responsible for 95% of all national advertising in the United States!

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NEW YORK 18, N. Y.

•

333 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

Allied Arts

FRED MARSHALL, executive assistant to **BRUCE EELLS**, president and general manager, Bruce Eells & Assoc., Hollywood, has been promoted to operations director. Replacing him as executive assistant is **JIM EELLS**, formerly business manager, *Television Magazine*.

HERMANN KRASNOW, composer-writer, specialist in material for youngsters, has joined Columbia Records Inc., as head of children's record department.

LARRY LOWENSTEIN, former publicity manager of WINS New York, has been appointed general manager of Richard A. Walsh Assoc., New York public relations firm.

DUNCAN A. SCOTT Co., advertising representative, is opening branch office for Pacific Northwest at 830 Securities Bldg., Seattle. **RICHARD E. GOEBEL**, formerly station manager of KLAS Las Vegas [BROADCASTING, May 2], has joined firm as vice president and manager of new office. Mr. Goebel was previously associated with several advertising agencies and stations.

FRANK MARTIN, formerly with the sales department of WOR New York and general manager of WLRC Torrington, Conn., has joined sales staff of Transcription Broadcasting System.

BERNE WILKINS, formerly sales manager for KFWB Los Angeles, has joined Dick Fischel, publicity and promotion agency, that city.

BOB HERGONSON, former program director at WINS New York, is now in charge of programming and production at the Cambridge School of Radio Broadcasting, New York.

Equipment

ANGELO DiDONATO has been appointed factory superintendent and assistant to the works manager of Andrea Radio Corp.'s Long Island City, N. Y., plant.

KARL PHILIPPI has been appointed manager of electronics and merchandise division of International General Electric Co. He will headquarter in New York.

MAX ABRAMS, Emerson Radio & Phonograph Corp. secretary-treasurer, received annual gold medal of Men's League of Brooklyn on Saturday, May 7, as "outstanding citizen of the Borough." Award is given annually to Brooklynite who has served his community for ten-year period.

ANDREW Corp., Chicago, has issued its latest price list covering all fields of equipment.

RCA TUBE DEPT., Harrison, N. J., has announced reduction in price of its 10inch TV picture tube of approximately 10%. New suggested list price is $41.50 as against former price of $44.50.

NEW YORK UNIVERSITY

14th year

SUMMER WORKSHOP IN RADIO and TELEVISION

The oldest summer program of professional training in radio now adds television to its workshop

6 weeks—July 5 to Aug. 12, 1949

ROBERT J. LANDRY, Director

FACULTY: *Leon Goldstein*, WMCA, **News and Special Events**; *Jack Tyler*, CBS, **Production**; *Frederic Methot*, free-lance, **Scriptwriting**; *Robert Jamieson*, DuMont, **Television Fundamentals**; *George Wallach*, WNYC, **Tape-recording**; *Mary Noble*, *Wallace House*, free-lance **Acting**.

GUEST LECTURERS: *Hugh Beville*, NBC; *William Fineshriber*, CBS; *Walter Craig*, Benton & Bowles; *Arnold Hartley*, WOV; *George Rosen*, Variety; *Charles Siepmann*, author, Radio's Second Chance.

STUDIOS: University Radio Studios and Station WPIX Television studios.

Full-time program with or without University credit. Veterans eligible. Registration limited. Tuition: $150.

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Division of General Education

NEW YORK UNIVERSITY

100 Washington Sq. E.
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WHP HARRISBURG

To Be 5 kw Fulltime

FINAL decision was adopted by FCC last Monday to grant application of WHP Harrisburg, Pa., for switch to 5 kw fulltime on 580 kc, directional night. WHP has been assigned 1460 kc with 5 kw day, 1 kw directional at night.

Ruling was same as earlier proposed decision in which Commission favored grant on basis of increased coverage which would result [BROADCASTING, April 4]. WHP's bid had been consolidated with competitive bids of WARM Scranton and WBAX Wilkes-Barre, Pa., for 590 kc, but was separated at the request of the Harrisburg station because no adjacent channel interference would result.

Meanwhile, the Commission last week also announced its decision to deny application of Pure Bred Broadcasting Co. for a new station at Richmond, Ky., on 1550 kc with 250 w fulltime. Because the applicant failed to appear at FCC's scheduled hearing or to prosecute its request, the application was denied for default. Firm was a partnership of Roy Clark, Joseph L. Harrison and James Clark.

WHP, established in 1924 and since 1930 licensed to WHP Inc., is a CBS affiliate. WHP Inc. is controlled by the Harrisburg *Telegraph*. Principal owners are E. J. Stackpole and Bowman A. Brown.

WOWO Fort Wayne, Ind., held its 10th annual Achievement Award Banquet April 28.

On All Accounts

(Continued from page 10)

along the way" kept him abreast of social amenities as he toured most of the continent by car on weekends. Time was divided equally between the beaches and the casinos at the Belgian seacoast, his favorite resort spot, Lake Como in Italy and the French Riviera.

During these pre-war years, he returned to the States only twice (for six weeks each time). In 1932 however, when Frigidaire closed its Paris export headquarters, Mr. Deiter returned to Dayton. He worked there on national sales and promotion and advertising until 1939, when the parent company shifted him to New York. He worked in market research until 1940.

The year before America went to war he left for Hawaii to survey Frigidaire's Hawaiian Islands operations. Shortly thereafter he joined the firm's local distributor ("who had franchises on almost everything made in the States") as sales manager of the refrigeration department and manager of the radio division.

His previous theory of gracious and effortless living was put into practice when he built a five-room, one-story house of Douglas fir directly behind and overlooking Diamond Head. After three and one-half years, he returned to the States and joined Foote, Cone & Belding, Chicago, as copywriter and an account man on the Frigidaire account.

In 1947 the agency established a unique division of activity in its radio department. Production and business on AM and TV were split, and Mr. Dieter was named business manager.

In this capacity, he works with clients and agency men on the following accounts and programs:—AM—Armour (*Stars Over Hollywood*); Hallmark Greeting Cards (*Hallmark Playhouse*); Frigidaire (*Lum 'n' Abner*); Pepsodent (*My Friend Irma*); Toni (*Give and Take, This Is Nora Drake*); all on CBS; TV—Toni (*That Wonderful Man*), starting June 2 on CBS-TV; Marshall Field & Co. (*Uncle Mistletoe*, WENR-TV, Chicago), and Kleenex (*Fun for the Money*, starting next month on ABC-TV). National or regional spots also are used by Armour, Frigidaire, Pepsodent and Toni.

All of the agency's clients are "being educated to TV," although last year the only video account was Field's with *Uncle Mistletoe*. AM billings for 1948 totaled $10 million. Other major accounts are expected to come into the TV line-up.

The personal product which he is demonstrating currently is a video set enclosed in a closet of his near North Side bachelor apartment. The TV screen is concealed when not in use by a favorite painting. An art collector for three years, Mr. Dieter is owner of a painting by Thomas Hart Benton ("After Many Springs") and oils by Aaron Bohrod, Frank Hoffman and William Schwartz, all contemporary leaders.

Technical

KENNETH J. GARDNER has been appointed director of engineering for WHAM, WHFM(FM) and WHAM-TV Rochester, N. Y. He has been technical supervisor of WHAM since 1925 and of WHFM since 1939.

WILLIS C. BEECHER, associate in consulting engineering firm of Kear & Kennedy, Washington for past five years, has become a member of firm.

WILLIAM KUSACK, engineer in charge of transmitter at WBKB(TV) Chicago, is the father of a boy, William Peter Jr.

SUPERIOR ELECTRIC Co., Bristol, Conn., has announced production of new Powerstat dimmer with rated capacity of 0 to 850 w.

FAIRCHILD RECORD EQUIPMENT Corp., Whitestone, N. Y., has announced two new equalizers for modifying frequency characteristics of a recording to conform to NAB recommendations.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced new vacuum tube voltimeter.

GRAY RESEARCH & DEVELOPMENT Co., Hartford, Conn., has announced new stylus force gauge.

CKVL Verdun, Que., has announced its new mobile FM unit.

AGENCIES • ADVERTISERS • STATIONS

DESIGNED FOR PLANNING-SELLING
(3 colors - 25" x 35")

1949 RADIO-TV MAP

60c ea. (50c - 10 or more / 40c in lots of 50)

Please include payment with order.

BROADCASTING • TELECASTING

NATIONAL PRESS BUILDING
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Bulova Grants

(Continued from page 27)

interest therein. We have only the oral statement of an Atlanta attorney that it was the 'general understanding' that Mr. Bulova did have an interest in the station" and that the sale in 1939 was not agreed upon until after he gave his consent. "We consider this flimsy and insubstantial 'evidence' completely insufficient to justify a reopening of this matter, almost nine years after the event," the majority said.

The question in connection with WCOP, WELI, and WNBC (WONS) was whether Mr. Bulova actually "owned" the original applications and the stations when they were first established, before he applied for and secured FCC consent to their transfer to him.

The majority concluded that material found in the investigation is "entirely consistent with the explanation furnished by Mr. Bulova, namely, that he and Mr. Lafount [Harold A. Lafount, former Federal Radio Commissioner and now general manager of the Bulova radio interests] financed the construction and operation of the stations and ultimately received common and preferred stock in satisfaction of these loans." The majority continued:

. . . It is clear that the three individuals who filed the original applications [for WCOP, WELI, WNBC] in August 1934 . . . misrepresented the facts (with respect to financing). It is also clear that the three individual applicants contributed no funds to the three stations and that Mr. Bulova and Mr. Lafount did not expressly make this clear to the Commission until the 1948 investigation, although they had opportunities to do so during the years when the events occurred. However we have found no instance where Mr. Bulova misrepresented these facts himself.

By the same 4-2 vote, the majority also denied petitions to intervene which had been filed by the International Catholic Truth Society, one of the principal complainants against the Bulova activities, and by Mariannina C. deRaczynski, daughter of John Iraci. Mrs. deRaczynski charged in her petition that her father and mother and she herself had been "used as dupes and pawns in a cunning and premeditated scheme" by Bulova interests. She claimed important papers are "strangely missing" from the files of the estate of her father, one-time owner of WPEN and WOV.

The majority held that neither petitioner had shown an interest "such as would warrant it being made a party intervenor" and that Mrs. deRaczynski's petition "does not allege facts sufficient to justify a further hearing."

The scope of the Commission's 1948 investigation, designed to determine "once and for all the truth or falsity of the charges made against Mr. Bulova," was shown by the volume of material covered. It was conducted by staff members under the direction of John E. McCoy, now head of the Law Bureau's TV Branch but whose connection with the Bulova case dates back to the 1946 hearings. Other investigators: Raymond Lewis, also of the Law Bureau, and Robert D. J. Leahy of the Accounting Bureau.

Lengthy Report

The investigators' report was 110 pages long and supplemented by 146 pages of digests of correspondence. The six-week probe included interviews with some 38 persons; examination of the corporate books and books of account of 19 corporations; the return to Washington of more than 8,000 items of correspondence and bank records; examination of income tax returns of 15 persons or corporations, and collection of 11 written statements. Said the majority:

The report indicates that Bulova and his staff cooperated with the investigators, who reported that they felt that they had seen all records that were in existence at the time of the investigation, and reported that there was no indication that any records had been withheld or destroyed in contemplation of the investigation.

The conclusions which Comrs. Coy and Jones drew from the results of the investigation were at odds with those of the majority. First, they objected to the issuance of a detailed report based on an "*ex parte* investigation" rather than a hearing where all testimony is given under oath and truthfulness can be tested by cross-examination.

On the basis of the investigation they concluded that Mr. Bulova "did have an ownership interest in WCOP from the very beginning" and controlled WELI and WNBC "from their inception." They had "no doubt" that "deliberate" concealment was involved in the failure to file copies of Mr. Bulova's 1937 letter giving Mr. Iraci minority rights in WOV.

They also felt the investigation produced evidence "which strongly indicates an undisclosed interest by Bulova in WPEN" and that data in the WAGA case are at least sufficient to "indicate that all the true facts were not disclosed."

'Let Matter Rest'

Messrs. Coy and Jones said they "would be inclined to let the matter rest if it were clear that our predecessors had given approval to past applications involving Bulova and his associates with full view or even substantial knowledge of the facts." But they felt "the official records of the Commission, considered in the light of the facts disclosed by the investigation, fail to establish that our predecessors had such knowledge." They continued:

The transactions passed upon by our predecessors from time to time related separately to individual stations. The recent investigation dealt with an overall pattern of activities relating to six stations. In this context, the facts have now emerged with significance which may well have been obscure when previously considered in connection with separate transactions.

Mr. Bulova owns 51% of WNEW and is voting trustee of 29% held by Milton H. Biow. The remaining 20% is divided equally between Vincent Dailey and Mr. O'Dea, who gives up his 10% in connection with the WOV sale. As currently constituted, WOV is owned as follows: Mr. Bulova 60% of Class B stock; Harry D. Henshel 20% of Class B and 50% of Class A; Mr. O'Dea 50% of Class A and 20% of Class B.

Under Victory ownership, WOV will be controlled by Mr. Leigh, with Mr. O'Dea as one-third owner holding the second largest block.

WOV is on 1280 kc with 5 kw and shares one-seventh of its time with WHBI Newark. WNEW is on 1130 kc with 10 kw. Both are independents.

FIRST 15 PACIFIC HOOPERATINGS—April-Evening

Program	No. of Cities	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell (2 mos.) †	6	Kaiser-Frazer (Weintraub)	33.3	27.1	+6.2	3
Jack Benny †	6	American Tobacco (BBDO)	30.8	31.0	—0.2	1
McGee & Molly	6	S. C. Johnson (N L & B)	23.9	25.0	—1.1	4
People Are Funny	6	B & W Tobacco (Seeds)	21.8	11.4	+10.4	40
Bing Crosby	6	Philco (Hutchins)	20.7	16.8	+3.9	14
Bob Hope	6	Lever Bros. (Y & R)	19.2	27.2	—8.0	2
Horace Heidt †	6	Philip Morris (Biow)	19.0	15.6	+3.4	17
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	18.3	10.5	+7.8	47
My Friend Irma	6	Pepsodent Div.-Lever (FC&B)	18.1	17.4	+0.7	13
The Whistler	6	Signal Oil (Stebbins)	17.7	10.2	+7.5	50
Dennis Day	6	Colg.-Palm.-Peet (Bates)	17.5	15.6	+1.9	16
Radio Theatre	6	Lever Bros. (JWT)	17.4	17.7	—0.3	12
Groucho Marx	6	Elgin-American Div (W&G) Illinois Watch Case Co.	16.8	10.3	+6.5	49
Life of Riley	6	Procter & Gamble (B&B)	16.2	16.4	—0.2	15
Louella Parsons (2 mos.) †	6	Andrew Jergens (Orr)	15.9	11.3	+4.6	42

† Second broadcast on same day provides more than one opportunity to hear program.

BALTIMORE GAG

NAB Files Brief

THE "Baltimore Gag" court rule, under which several stations and a commentator stand convicted of contempt for broadcasting official news about an arrested murderer, violates the First and Fourteenth Amendments to the Constitution, NAB claims in a brief filed with the Maryland Court of Appeals.

The court is to hear appeals from the contempt convictions in the near future. The stations are charged with violating Rule 904 of the Baltimore Supreme Bench which NAB contends is based on outmoded contempt practices held by the U. S. Supreme Court not to apply under the Constitution.

NAB entered the case last July. Also participating were the American Newspaper Publishers Assn. and two Maryland press associations.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

THE LONG ISLAND STORY

A SUMMER BONUS

250,000 summer residents, over and above the year 'round population, plus 8,000,000 summer visitors will spend time on Long Island during the next five months.

Many of them will listen to WHLI for music, news, traffic and railroad conditions, weather reports, and boating, fishing and swimming information.

Normally, WHLI has more listeners in Long Island's major market than 3 key network stations. Now WHLI delivers a summer bonus too!

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS LGODOFSKY, President

FCC Budget

(Continued from page 27)

is paid but a large number of accountants and engineers work overtime and never claim compensation," he said.

Chairman Coy said the Commission averaged 1,348.7 employes, and needed the full $6,633,000 estimated for fiscal 1950 to meet salaries, rather than the $6,525,000 granted in the House-passed bill.

"We stand to lose personnel where we seriously need them," he told the group. "We need strengthening in the laboratories and technical information services. Those and the field services are the most important, and a revision of rules would aid standard broadcast service."

Sen. O'Mahoney alluded to the House report calling for reduction of radio monitoring and field service operations to concentrate on processing of applications. Mr. Coy interposed that "stripping" these services is a "risk."

Chairman Coy revealed that FCC's monitoring stations are actively at work, "in collaboration with other agencies," on recent Russian efforts to jam the Voice of America. He said the stations were attempting to trace the sources of Soviet transmitters.

Coy Proposal

Delving into the FCC's Hearing Division, Comr. Coy proposed an increase of five employes—from 17 to 22, observing that with the present staff it would take two years to clear the "heavy backlog of cases" pending.

Asked to summarize the requirements of the various broadcast types, Chairman Coy asserted: (1) The number of FM cases is dropping, but those still remaining necessitate hearings; (2) the opening of television—the lifting of the "freeze"—will increase the number of hearings, and (3) AM applications are decreasing and will require fewer hearings, because the AM band is nearing saturation.

The FCC Chairman, asked what would happen if the Senate group failed to restore the original $108,000 cut, replied the result would be to "slow up" laboratory work and other essential services, defer much-needed revision of rules, especially for standard broadcasts, and generally thwart progress in FCC's hearing division.

Backlog Situation

Mr. Coy said that with the burgeoning of TV, "our backlog will fall further behind." He explained further that the Commission had found it necessary to start research looking toward revision of its original TV allocation plan, which had proved to be faulty in that co-channel stations had been allocated too close together. A 200-mile distance rather than the generally accepted 150-mile separation, would be more ideal, he suggested.

Mr. Coy told the subcommittee that "FM is slowing down and is not developing as fast as certain people would like to see it develop" but said he believed it would eventually replace AM.

Past Actions

In the common carrier field, Comr. Coy stated that the Commission has in the past sacrificed attention and consideration there "because of standard broadcast station work." He said FCC is "facing a request from American Telephone & Telegraph for increase in its long line rates with inadequate staff personnel" and the Commission would be unable to act unless it probed the problem at the roots by thorough investigation. "Common carrier is being minimized," he noted, adding the AT&T request was inevitable.

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

	AM	FM	TV
Total authorized	2,151	866	120
Total on the air	1,985	728	59
Licensed (All on air)	1,933	321	8
Construction permits	218	545	112
Conditional grants		20	
Total applications pending	1,154	360	370
Requests for new stations	423	73	326
Requests to change existing facilities	302	14	16
Deletion of licensed stations in April			
Deletion of construction permits	8	34	1†
Deletion of conditional grants		4	

† WJHP-TV Jacksonville, Fla., deleted effective April 13.

FCC Actions

(Continued from page 66)

May 12 Decisions . . .

DOCKET CASE ACTION

AM—1240 kc

Commission announces proposed decision looking toward grant of applications of WTAX Inc. for construction permit to increase power of WTAX Springfield, Ill., from 100 w to 250 w unl. on 1240 kc, and change trans. site and Blackhawk Bcstg. Co. for new station at Sterling, Ill., on 1240 kc, 100 w unl., conditions and denial of application of Shelbyville Broadcasting Co. for new station at Shelbyville, Ill. on 1250 kc, 250 w D.

May 12 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KOWH Omaha — Assignment of license from World Pub. Co. to Mid-Continent Bcstg. Co.

KIHN Hugo, Okla. — Assignment of license from O. A. Brewer, George Malone, A. M. Kerr, W. R. Wallace and Elmer Hale d/b as Little Dixie Bcstg. Co. to Little Dixie Bcstg. Co.

AM—1460 kc

WOKO Albany, N. Y.—CP to reinstate CP for new AM station 1460 kc 5 kw unl. DA-DN.

AM—920 kc

KECK Odessa, Tex.—CP new AM station to change from 920 kc 1 kw D to 920 kc 1 kw-D 500 w-N DA-N.

License for CP

WBRM Marion, N. C.—License for CP new AM station.

AM—710 kc

WGBS Miami—CP new AM station to change from 710 kc 50 kw-D 10 kw-N to 710 kc 50 kw unl. DA-DN.

AM—1230 kc

WIKB Iron Mountain, Mich. — CP new AM station to change trans. and studio location to Iron River, Mich.

Modification of CP

WCON-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

KTSA-FM San Antonio—Same.
WELI-FM New Haven, Conn.—Same.
WRBL-FM Columbus, Ga.—Same.
WMOR Chicago—Same.
WFSS Coram, N. Y.—Same.
WFMJ-FM Youngstown, Ohio—Same.
WLYC Williamsport, Pa.—Same.
WAUX-FM Waukesha, Wis.—Same.

License for CP

WRSW Warsaw, Ind. — License for CP new FM sation.

KBUX-FM Muskogee, Okla.—Same.
KRKD-FM Los Angeles—Same.
KREI-FM Farmington, Mo.—Same.
WKBR-FM Manchester, N. H.—Same.
WLYN-FM Lynn, Mass.—Mod. CP new FM station to change ant. height above average terrain to 202 ft.

TV— [174-180 mc]

Miami Bcstg. Co., Miami—CP new commercial TV station Channel 5 (76-82 mc), ERP 16.3 kw vis. 16.3 kw aur. AMENDED to request Channel 7 (174-180 mc) ERP 29.9 kw vis. 14.95 kw aur.

Modification of CP

WLWC Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date to Dec. 16.

WLWD Dayton, Ohio—Same to Dec 4.

WHIO-TV Dayton, Ohio — Same to Aug. 30.

WXEL Parma, Ohio—Same to Oct 31.

WKY-TV Oklahoma City—Same to Oct. 1.

WBKB Chicago—Same to Sept. 1.

WGN-TV Chicago—Same to Dec. 1.

WNAC-TV Boston—Same to Sept. 1.

TV—[82-88 mc]

KOTV Tulsa, Okla.—CP new commercial TV station AMENDED to change ERP from 17.2 kw vis. 8.6 kw aur. to 16.55 kw vis. 8.5 kw aur. and change trans. and studio locations.

TENDERED FOR FILING

Stock Transfer

KXLW-AM-FM Clayton, Mo.—Transfer of stock in St. Louis County Bcstg. Co. owned by Guy Runnion and Gladys Runnion to Lee J. Sloan, Silas E. Sloan and T. Virgil Sloan.

WEKR Fayetteville, Tenn.—Transfer of 80 shares of common stock owned by R. A. Largen in Elk River Bcstrs. Inc. to Arthur D. Smith.

Assignment of CP

WPKE Pikeville, Ky. — Assignment of CP from John T. H. Scott, Oscar W. Thompson and W. Frank Scott d/b as East Kentucky Bcstg. Co. to East Kentucky Bcstg. Corp.

APPLICATION DISMISSED

AM—1240 kc

Winter Garden Bcstg. Co., Crystal City, Tex.—DISMISSED May 9. CP new AM station 1240 kc 250 w unl.

GA. INSTITUTE

Radio Executives Speak

THREE-DAY meeting of the fourth annual Georgia Radio Institute was scheduled to open Thursday night, with Gov. Herman Talmadge and a group of broadcast executives taking part in the weekend proceedings.

Arrangements were in charge of Allen M. Woodall, WDAK Columbus, Ga., an NAB director. Hosts at the opening dinner Thursday night were DiGamma Kappa, honorary radio fraternity, and WGAU and WRFC Athens. John Fulton, WGST Atlanta, president of the sponsoring Georgia Assn. of Broadcasters, was to introduce Gov. Talmadge, with Lee Nance, DiGamma Kappa president, presiding.

Professional addresses were to start Friday morning with George Moscovics, CBS New York, speaking on television. Other scheduled speakers included A. D. Willard Jr., NAB executive vice president; G. Richard Shafto, WIS Columbia, S. C., an NAB director; Sam J. Slate, program director of BBC's New York office; Elmer Davis, news analyst; Irvin G. Abeloff, WLEE Richmond, Va.; Charles H. Crutchfield, WBT Charlotte, N. C.; Ken Tredwell, WBT; Enid Day, Davison-Paxon Co., Atlanta; Fred A. Palmer, Columbus; Dr. Johnathan C. Robers, president of U. of Georgia. WAGA-TV planned a TV demonstration using student talent.

RAY DOREY, disc m. c. on WBZ Boston, received first annual Radio and Television Best-Sunroc Disc Jockey Award for his "engaging contribution to Boston's radio entertainment." Award was presented by Sunroc Refrigeration Co.

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NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
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TV APPLICATION

Durham, N. C.—Harold H. Thoms, Channel 7 (174-180) ERP visual 2.46 kw, aural 1.23 kw, antenna height above average terrain 468 ft.; estimated cost $121,000, first year operating cost $52,000, revenue $60,000. Applicant is manager and 98.5% owner of WISE Asheville, N. C., owns and operates WHHT Durham, has controlling interest in WEAM Arlington and 25% interest in Inter City Advertising Co. Inc. Filed May 10.

AM APPLICATIONS

New Orleans—New Orleans Broadcasting Co. Inc., 1450 kc, 250 w, unl.; estimated cost $19,736.11. Principals: M. E. Maley, one-third owner Maley Tire Co. and 50% interest in H. B. Enterprises, president 40%; W. G. Maley, one-third owner Maley Tire Co., 30% interest H. B. Enterprises, secretary-treasurer 40%; Robert J. Doskey, radio operator and technician WJBW New Orleans, vice president 20%. Filed May 12.

New Orleans — Royal Broadcasting Corp., 1450 kc, 250 w, unl.; estimated cost not stated; applicant making arrangements to purchase entire present equipment of WNOE. Principals: Hugh M. Wilkinson Jr., attorney, 20%; Rep. F. Edward Hebert (D-La.), vice president, 20%; Raymond F. Hufft, adjutant general, executive advisor to ex-Gov. James Noe, owner WNOE New Orleans and KNOE Monroe, treasurer 20%; James Wilkinson, attorney, secretary 20%, and Hugh M. Wilkinson Sr., attorney, president 20%. Filed May 11.

Athens, Ohio—A. H. Kovlan and J. D. Sinyard, 1010 kc, 250 w, daytime; estimated cost $4,100. Principals: A. H. Kovlan, 50% owner Kovlan Bros., coin operated music machines, general manager, 50%; J. D. Sinyard, executive director, 50%. Filed May 11.

Plainview, Tex.—West Texas Broadcasters Inc., 1570 kc, 250 w, daytime; estimated cost $25,050. Principals: Ed Holmes, farming and insurance, 40%; Byron A. Robertson, farming, 20%; Robin Baker, 55% owner Baker-Fleming Flash O-Gas Co., and 30% owner Baker Hardware, 40%. Filed May 11.

TRANSFER REQUESTS

KCLF Salinas, Calif.—Assignment of construction permit from Edwin N. Kaufman and Alvin B. Kaufman, partnership d/b as Radio Twins Broadcasting Co., to Frank D. Howell, Clarence Pentz, M. T. Killingsworth and Henry F. Korsmeir new partnership d/b as Well-Worth Broadcasting Co. Original partners receive 10% interest as compensation for monies spent for legal and engineering service in securing permit. Well-Worth has AM applications pending for Long Beach and Redlands, Calif. and FM application for Los Angeles. KCLF is assigned 1150 kc, 500 w daytime.

KWK-AM-FM St. Louis—Transfer of stock owned individually by Robert T. Convey in Thomas Patrick Inc. to Mr. Convey as trustee under voting trust agreement. Mr. Convey owns 50.37% of stock and will sell 17.3% to Globe-Democrat Pub. Co. As he wishes to retain voting control, each minority stockholder agrees to deposit his shares with Mr. Convey as trustee. Mr. Convey will then hold 74.7% of outstanding stock and have voting control. KWK is assigned 1380 kc, 5 kw unlimited.

KOWH, KOAD-FM Omaha—Assignment of license from World Pub. Co. to Robert H. Storz and Todd Storz d/b as Mid-Continent Broadcasting Co. for $75,000. Robert H. Storz, director and stockholder in Omaha National Bank, 60% owner Ralph H. Campbell Insurance Agency and 20% owner of Storz Brewing Co., is president and 60% owner. Todd Storz, president and 90% stockholder of Outdoor Display Co. Inc., is vice president and 40% owner. KOWH is assigned 660 kc, 500 w daytime.

KIHN Hugo, Okla.—Assignment of license from O. A. Brewer, George Malone, E. M. Kerr, W. R. Wallace, Elmer Hale and W. E. Schooler d/b as Little Dixie Broadcasting Co. to corporation composed of same people each retaining original interests. KIHN operates with 250 w unlimited on 1340 kc.

WTLS and WAAM-TV Baltimore, Md.—Transfer of control of Radio-Television of Baltimore Inc. from Ben Cohen, Herman Cohen, Samuel Carliner, Herbert Levy, Fred L. Allman and Norman Kal to Ben Cohen, Samuel Carliner and Herbert Levy as voting trustees for Cohen Bros. and others. Corporation proposes to eliminate preferred stock and issue in lieu ten year 5% discount bonds. Mr. Carliner and the Cohen brothers would accept such bonds for advances already made, and the Cohens from time to time would accept more bonds to keep corporation in sound current position. Cohens' obligation to purchase bonds would cease when their total holdings reach 1,138 bonds. In a minimum four-year period the Cohens would increase their common stock holdings from 40% to 58%. They also plan to dispose of not more than 15% to relatives and friends. The voting trust is designed to maintain the present balance of control as nearly as possible for at least a year. The trustees will vote 63% including 21% belonging to the Cohen brothers.

KCHS Hot Springs, N. M.—Assignment of license from Leonard R. Trainer and Reginald H. Shirk d/b as Sierra Broadcasting Service to new corporation composed of Leonard Trainer who will own 50%; Reginald H. Shirk 25% and Beulah M. Shirk 25%. There is no money involved. New corporation will be known as Sierra Broadcasting Co. KCHS operates on 1400 kc, 250 w unlimited.

KCRT Trinidad, Col.—Assignment of license from H. L. Corley tr/as Corley Radio and Sound Service to Earnest M. Cooper and Rembert O. Coyle for $15,000. Mr. Coyle and Mr. Rembert are both employes of KCRT and each will have 50% interest. New company will do business as Mel-Bert Broadcasting Co. KCRT is assigned 250 w unlimited on 1240 kc.

WAZF Yazoo City, Miss.—Assignment of license from B. J. Barrier Jr., H. T. Barrier and H. P. Holmes d/b as Yazoo Broadcasting Co. to new corporation composed of Milton E. Stauffer who buys 51% and Guy Corley who buys 49%. Consideration $35,000. Mr. Stauffer is vice president of Kroehler Mfg. Co. Mr. Corley is WAZF manager. WAZF operates on 1230 kc, 250 w unlimited.

Box Score

SUMMARY TO MAY 12

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,987	1,940	218		420	237
FM Stations	728	325	569	15*	66	30
TV Stations	60	8	112		328	182

* 8 on air

CALL ASSIGNMENTS: WHTM (TV) Rochester, N. Y., changed to WHAM-TV (Stromberg-Carlson Co.); KSBM Manhattan, Kan., changed to KMAN (Manhattan Broadcasting Co. Inc.); KTRK Turlock, Calif. (Turlock Broadcasting Group, 1390 kc, 1 kw fulltime, directional night); WBAY Coral Gables, Fla., changed to WTTT (Atlantic Shores Broadcasting Inc.); WCLA Baton Rouge, La., changed to WIBR (Community Broadcasting Co.); WKRS Waukegan, Ill. (The News-Sun Broadcasting Co., 1220 kc, 1 kw daytime, directional); WONO Saratoga Springs, N. Y. (The Saratoga Broadcasting Co., 900 kc, 250 w daytime); WIFM (FM) Elkin, N. C. (Yadkin Valley Broadcasting Co., Channel 265, 100.9 mc); WKRS (FM) Waukegan, Ill., changed to WKRS-FM (Keystone Printing Service Inc.).

Caution: Code Ahead

(Continued from page 25)

cycle could affect enforcement. This could happen particularly in the case of marginal stations and some broadcasters might even be forced out of business, especially in communities that are unable to support all the stations licensed by the FCC. He voiced a similar view in the case of FM, television and transit radio.

The present Standards of Practice document was set in motion at the October 1946 NAB convention in Chicago when the membership adopted a resolution for appointment of a code committee. This committee was appointed, with Robert D. Swezey, then MBS vice president and now at WDSU New Orleans, as chairman. The committee held the first of a series of meetings March 31, 1947, named two subcommittees, and worked on program and commercial phases through the summer.

NAB's membership by referendum adopted a by-law empowering the board to adopt and promulgate a code. This action was completed Aug. 11, 1947. A few days previous a revised draft of the code had been approved by the NAB Program Executive Committee.

The retiring 1947 NAB board voted to put the code on the NAB convention agenda at a meeting held the day before the Atlantic City meeting opened in mid-September 1947. During the ensuing convention session the code developed heated debate for several hours and the discussion ran into a second floor session.

The board "adopted and endorsed" the standards Sept. 19, 1947, after the convention, effective Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947. Members were asked to comment on the document by Nov. 1, 1947.

The code was discussed Oct. 23, 1947, by a committee of independent stations, which suggested a number of changes. The next day the FM Executive Committee approved the document.

At its Nov. 13-15, 1947, meeting the board discussed the standards, along with industry comments as digested by screening committee.

Actually the period from Sept. 19, 1947, to May 19, 1948, was a period of review, with NAB informally claiming the standards had been adopted effective Feb. 1, 1948, despite the fact that formal adoption did not occur until May 19 of that year.

At its Feb. 24-26, 1948, meeting the NAB board again discussed the standards and ordered them "restyled." The restyled version was submitted to the membership last March. At its pre-convention meeting May 15, 1948, in Los Angeles the board reviewed this latest version of the code. The membership discussed the version at the convention with other suggested changes, and endorsed the project with only slight dissent.

The board formally adopted the standards May 19, 1948, voting 21-1-in favor. The document was effective July 1, 1948, subject to contracts existing on May 19, 1948, and fully effective May 19, 1949.

An industry referendum on a proposal to amend the by-laws and charter was asked just before the Los Angeles convention but was deferred because it had not been submitted 30 days in advance of the board meeting. The referendum was finally taken in March of this year, the industry voting 760-270 against removing the board's powers to promulgate and enforce a code.

NBS Radio Lab Site

SITE for the National Bureau of Standards' proposed radio research laboratory was discussed last week by the Senate Interstate & Foreign Commerce Committee meeting in closed executive session. The laboratory, which would be devoted to a study of electronics for civilian applications, would cost about $4,475,000. Discussion reportedly centered on whether specifically the laboratory should be located in Washington, or whether generally the measure should even make any mention of the site. The bill was authored by Sen. Edwin C. Johnson (D-Col.), committee chairman who took part in the discussion.

NEWS COVERAGE

Survey Planned by NARND

NATIONAL ASSN. of Radio News Directors plans to make a survey within the next few months looking toward a broad program of interstation cooperation in news coverage. Survey committee head is Bill Warrick, WJOB Hammond, Ind.

Other members of the committee, which will present its coverage plan at the NARND convention in New York Nov. 11-13, are: Rex Davis, KMOX St. Louis; Pat Cullen, KHQ Spokane; Dale Danford, KXXX Colby, Kan., and Ted Haas, KOIL Omaha.

Basic purpose of the plan is to enable news directors to solicit the cooperation of other news directors in centers where major stories are breaking in order to supplement wire service coverage, according to Sig Mickelson, NARND president and WCCO Minneapolis news chief. Under the proposal, radio newsmen could, if they wished, use not only the telephone but telegraph and in special instances direct lines to obtain stories.

Another NARND development last week was announcement by the association's board of the personnel of its nominating committee. The committee members are: Mort Linder, WSBT South Bend, Ind., chairman; Jack Swenson, KVNJ Fargo, N. D.; Bud Neble, KFAB Omaha; Grenville Seibels, WIS Columbia, S. C., and Ben Holmes, KOMA Oklahoma City.

At Deadline ...

NEW LAWRENCE STATION; WBET BROCKTON GETS BOOST

NEW daytime station for Lawrence, Mass., and power boost for WBET Brockton, Mass., were proposed by FCC in decision handed down Friday. FCC proposed to deny new-station application of Viking Broadcasting Co., Newport, R. I., on grounds company is financially unqualified and displayed lack of candor.

WBET, daytimer on 990 kc with 250 w, would increase to 1 kw. New-station grant would go to Northeast Radio for 980 kc with 1 kw, daytime only. Company is headed by Israel Cohen, radio engineer, now with WMGM New York.

Ultimate stock ownership:

Israel Cohen 20%; his brothers, Theodore and Maurice, 20% each; Ralph E. Floyd, electrical engineer, 30%; Raymond W. Goulding, WHDH Boston announcer-producer, 5%, and his brother, Philip H. Goulding, WMGM news editor and announcer, 5%. Israel Cohen would be general manager; Theodore Cohen, chief engineer; Raymond Goulding, program director and announcer; Philip Goulding, news editor and announcer.

FCC proposed to deny Viking application for lack of sufficient funds. Further, Commission said, President Clifton T. Holman (85% owner) testified company had $4,000 in bank when it actually had four cents, and that he was holding about $1,000 corporate funds when he actually was holding about $55. Application is for 500 w daytimer on 980 kc at Newport.

WARNER ASKS DELAY

INDICATING possible change of mind, Warner Bros. on Friday requested and received one-week delay in FCC action on its petition to dismiss Chicago television application. Petition was up for action by Comr. E. M. Webster in motions hearing. Marcus Cohn, Warners' attorney, without explanation had it passed over until following week. Criticizing FCC delays, petition was filed after Warners announced it was dropping TV plans except contract (which expires Aug. 1) to buy Mrs. Dorothy Thackrey's KLAC and KLAC-TV Los Angeles and KYA San Francisco [BROADCASTING, May 2, 9].

UN NEWS DRAFT

PROTECTION from expulsion from foreign countries and guarantee of equal access to news among rights accorded to correspondents in world treaty draft presented for UN General Assembly approval Friday. Proposal was drafted by Dr. Charles Malik of Lebanon, social committee chairman, at international news transmission gathering in New York. Angry exchange highlighted debate over disputed clause imposing "legal" duty on press to "further international understanding and cooperation." Substituted clause recognized correspondents' responsibilities to report facts without discrimination and as moral obligation.

ZENITH DENIES CHARGES

ZENITH RADIO Corp. denied charges of Sightmaster Corp. and Empire Coil Co. that Zenith ads on obsolescence of television sets were false and misleading, it was learned Friday. Zenith served its answer Wednesday in action started in March by Sightmaster and Empire in New York Supreme Court. Ads recited Zenith claims for UHF reception [BROADCASTING, March 28].

VIRGIN ISLANDS POWER PROPOSAL ARGUED AT FCC

FCC PROPOSAL for low power AM broadcasting in Virgin Islands aroused mixed reaction in oral argument before Commission Friday. Three interests opposed relaxation of rules and standards while one approved proposal [BROADCASTING, April 25, March 28].

NAB vigorously opposed any waiver of technical requirements, except those for operators, on grounds U.S. position would be weakened in forthcoming revision of North American Regional Broadcasting Agreement. Vail W. Pischke, NAB attorney, told Comrs. Rosel H. Hyde (presiding), Frieda B. Hennock, George E. Sterling and E. M. Webster, that U.S. has worked years to build up standards and any relaxation would invite requests for waivers elsewhere.

International Brotherhood of Electrical Workers, represented by Lawson Wimberly, opposed lowering of operator requirements as unnecessary because of labor supply and undesirable from technical and safety standpoints. Edward M. Vickers, head of Radio American West Indies, said waivers not necessary as his firm plans to file about June 1 for regular fulltime outlet there. William N. Greer, San Juan consulting engineer, fully supports FCC proposal, according to Philip G. Hennessey Jr., his Washington attorney. Mr. Greer seeks 50 w fulltime on 1340 kc.

PROGRESS ON RELAY

CONSTRUCTION under way on extension of Bell System's New York-Boston radio relay to Providence. It will be completed in time to relay TV programs this fall, New England Telephone & Telegraph Co. announced Friday. WJAR-TV, Providence's only authorized TV station, slated to commence operations within few months.

KSL-TV TAKES DUMONT

KSL-TV Salt Lake City signed affiliation contract with DuMont Television Network. Station, to start June 1, is owned by Radio Service Corp. of Utah. KSL-TV is also ABC-TV and CBS-TV affiliate.

WINS TRIMS ORCHESTRA

WINS New York signed one-year contract with AFM Local 802 permitting reduction of orchestra from 10 to eight men and continuation of present pay scales. Agreement retroactive to April 1.

WOV SALES UP 14½%

OVERALL sales at WOV New York hit all-time high during April and went 14½% over April last year.

TALENT PROJECT DELAYED

VIDEO actors union failed to get into being as expected at meeting of founders Thursday night. Inability of AGVA to settle certain questions as its part of deal broke up proceedings. AGVA failed because its board, scattered through country, couldn't muster quorum to act in time for Thursday night meeting. Next effort to whip TV talent union into shape will be made Wednesday. Agreement among various 4-A unions said to be virtually complete.

PUBLIC INTEREST LISTING

LIST of public interest programs available to stations published by NAB for weekend distribution to membership. Compilation was handled by NAB Program Dept. under direction of Harold Fair, director, and Ben Miller, assistant director. Both transcriptions and scripts included.

DECCA FORMS SUBSIDIARY

DECCA RECORDS, New York, has formed subsidiary company, Vocalion Records Inc., 50 W. 57th St., New York 19, with A. J. Kenrick as general manager. Records to retail for 49 cents. Firm planning direct mail and trade paper campaign.

GARDNER TO HANDLE

GARDNER Adv. Co., handling radio and TV coverage of Air Force Assn.'s National Air Fair to be held in Chicago July 1-4. Discs have been sent to stations inviting public to Air Fair, and Gardner representative is negotiating with two Chicago TV stations for coverage.

Closed Circuit

(Continued from page 4)

League publication, who now is with Remington Rand. Latter two are new names. Selection may be made any day.

LEGISLATIVE log jam in Congress along with desire to adjourn by Aug. 1 may mean that Johnson Bill (S-1626) to increase FCC Commissioners' pay from $10,000 to $15,000 ($17,500 for chairman) will have less than even chance of passage. Bill, which also provides for cease and desist authority for FCC as middle ground punitive measure may be further amended too, which wouldn't help chances of passage. Subcommittee headed by Sen. McFarland (D-Ariz.) may go as far as to include in measure provision for reorganization of FCC along functional lines as proposed by Chairman Coy.

FCC membership and staff alike heaved sigh of relief when final report on Bulova stations in New York was released last Tuesday (see page 27). Few cases in FCC annals have been fraught with so much backstage wire-pulling from highest places in government and Congress. And it wouldn't surprise Washington observers to see case rehashed on floor of House under spur of Rep. Richard Wigglesworth (R-Mass.) who has had his axe out for Bulova for more than decade.

WILL WAYNE COY accept presidency of Television Broadcasters Assn. as proffered week ago [BROADCASTING, May 9]? Answer probably won't be known for weeks. It's possible that if Chairman returns from Paris International Conference on Telephone and Telegraph midway between sessions (in early June), he may then make up his mind.

DESPITE lack of any known opposition to confirmation of Comr. E. M. Webster for new term of seven years on FCC from June 30, temper of Congress is such that nomination could be held up although it's confidently expected favorable action will come prior to Senate adjournment this summer. Senate Interstate Commerce Committee already is holding up two nominations — one for Federal Power Commission and another for Federal Trade Commission—because it does not regard Presidential confirmations as perfunctory matter.

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